

Guam Visitors Bureau

Hong Kong Visitor Tracker Exit Profile & Market Segmentation Report

FY2018

QTR.2 (JAN – MAR 2018)

Prepared by: Anthology Research

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GUAM

Background and Methodology

- All surveys were partially interviewer administered, as well as self-administered. Upon completion of the surveys, Anthology's professional Chinese speaking interviewers double-checked each questionnaire for consistency and completeness, while the respondent is present.
- A total of **104** departing Hong Kong visitors were randomly interviewed at the Guam A.B. Wonpat International Airport's departure and waiting areas.
- The margin of error for a sample of **104** is +/- 9.5 percentage points with a 95% confidence level. That is, if all Hong Kong visitors who traveled to Guam in the same time period were asked these questions, we can be 95% certain that their responses would not differ by +/- 9.5 percentage points.

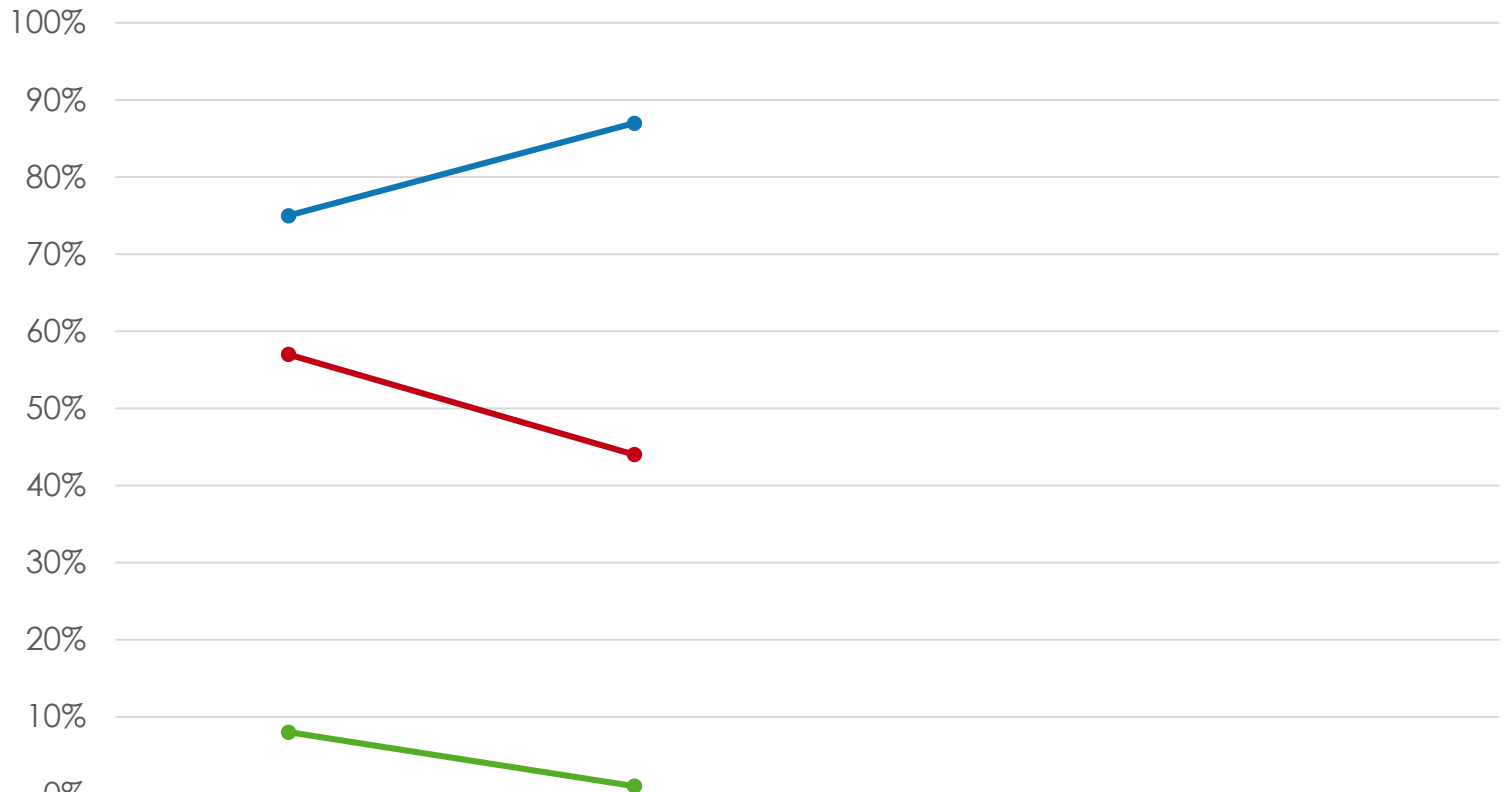
Objectives

- To monitor the effectiveness of the Hong Kong seasonal campaigns in attracting Hong Kong visitors, refresh certain baseline data, to better understand the nature, and economic value or impact of each of the targeted segments in the Hong Kong marketing plan.
- Identify significant determinants of visitor satisfaction, expenditures and the desire to return to Guam.

Key Highlighted Segments

- **The specific objectives were:**
 - To determine the relative size and expenditure behavior of the following market segments:
 - FITs (Q7)
 - Honeymoon (Q5A)
 - Family (Q6)
 - To identify the most significant factors affecting overall visitor satisfaction.
 - To identify (for all Hong Kong visitors) the most important determinants of on-island spending

Key Highlighted Segments

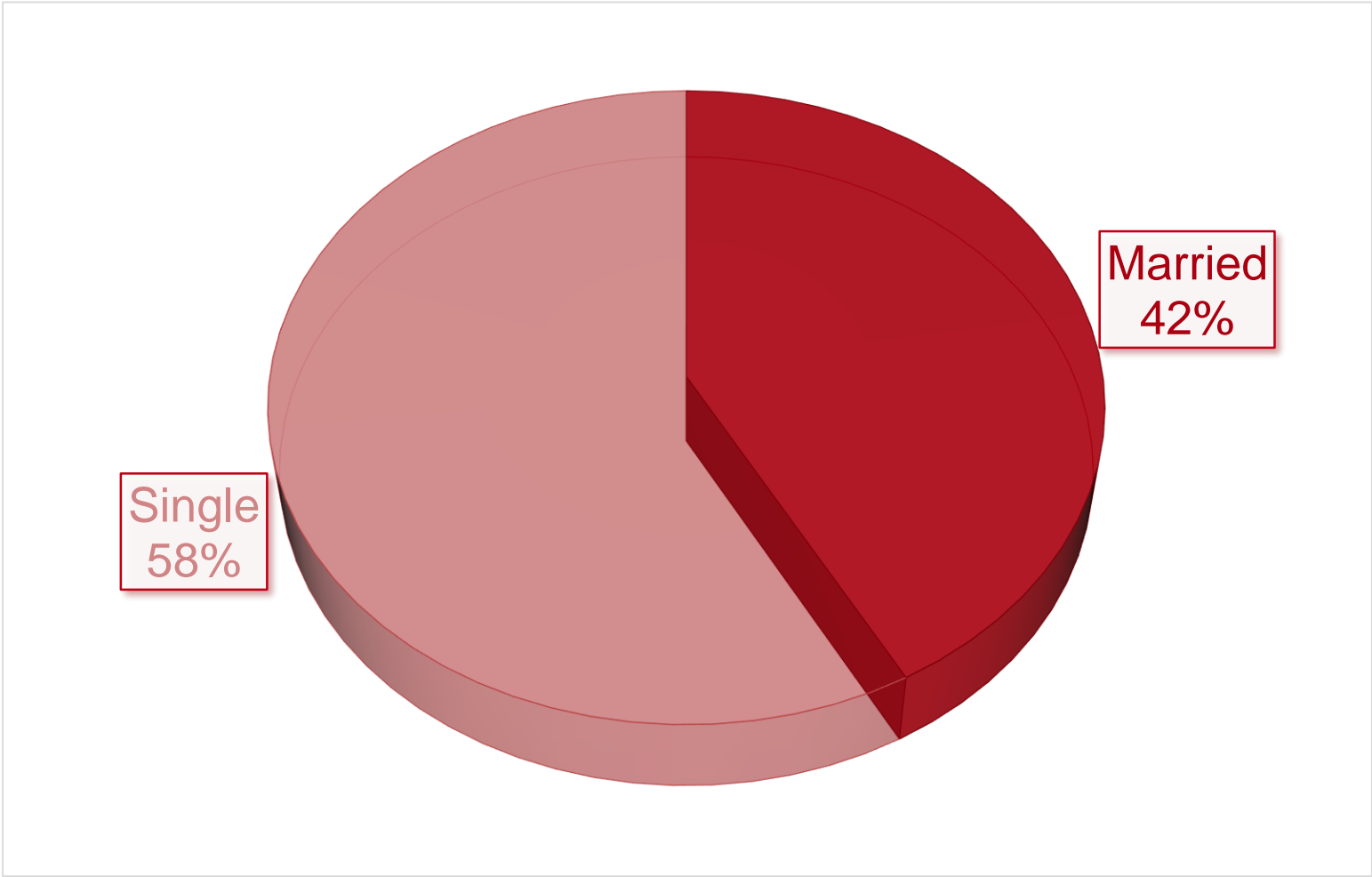


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
—● FITs	75%	87%		
—● Family	57%	44%		
—● Honeymoon	8%	1%		

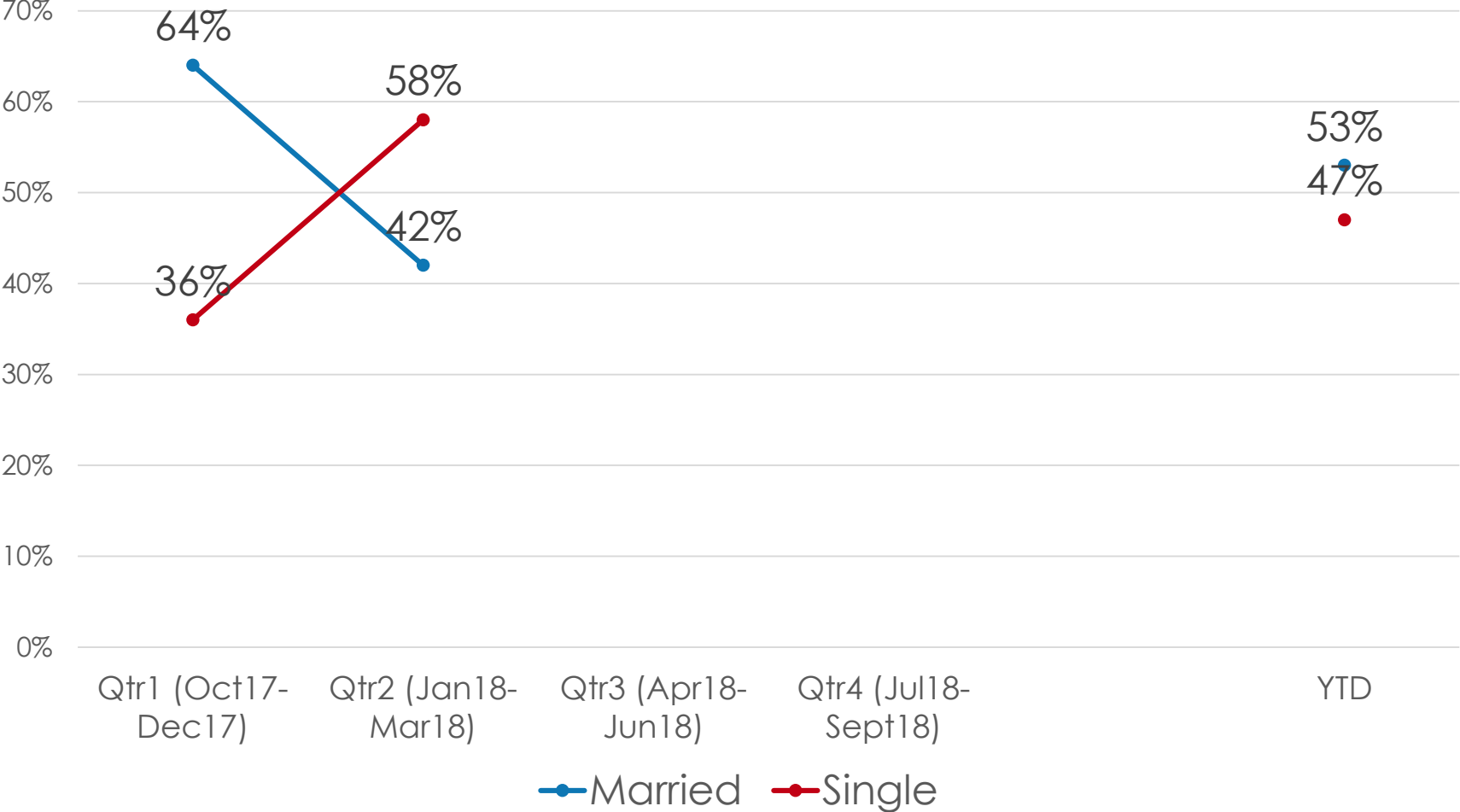
SECTION 1

PROFILE OF RESPONDENTS

Marital Status



Marital status – FY2018 Tracking



Marital status – Key Segments

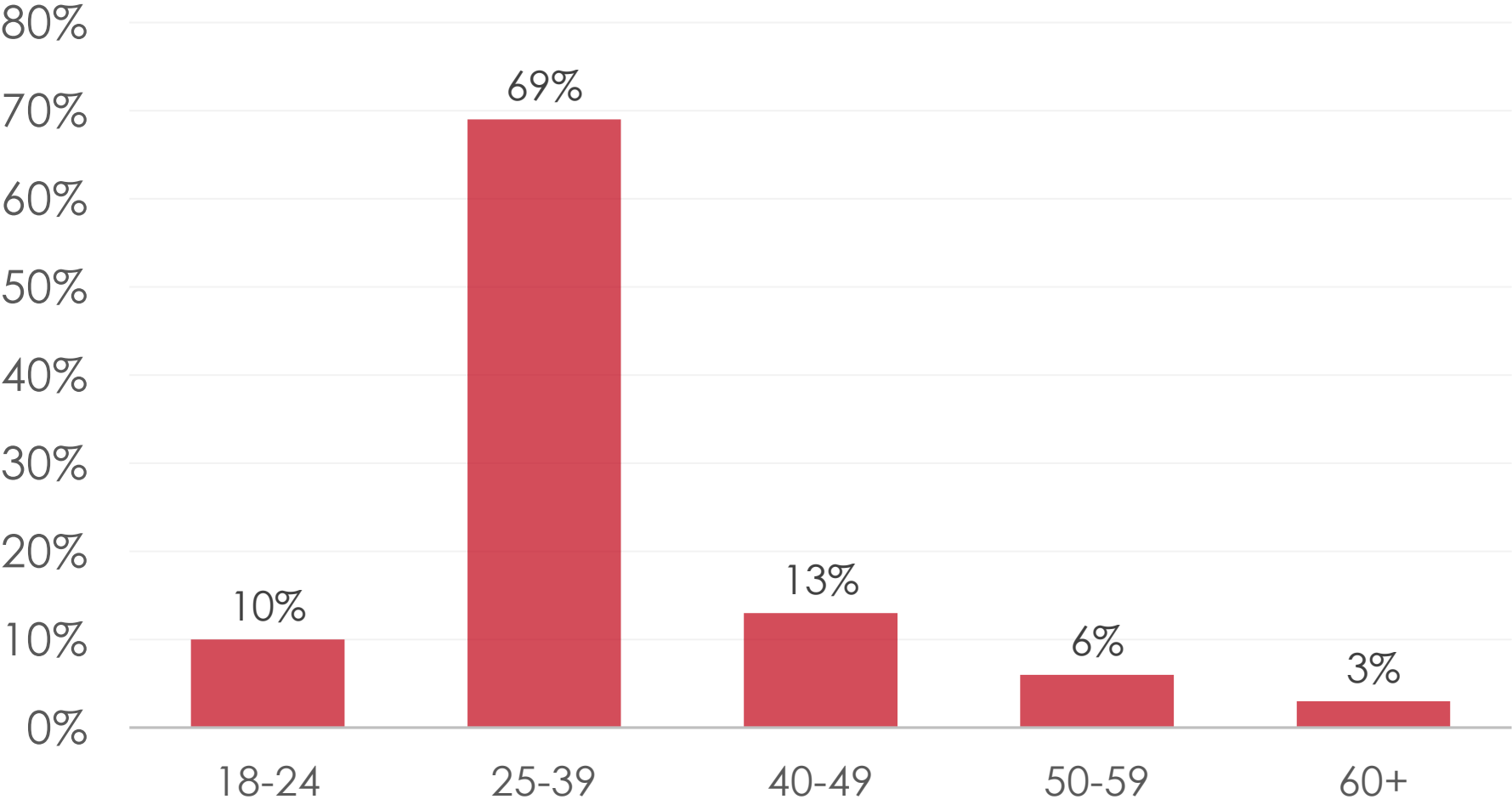
GVB EXIT SURVEY
QE MARITAL STATUS

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	N
QE	Married	42%	39%	78%	100%
	Single	58%	61%	22%	
	Total	104	90	46	1

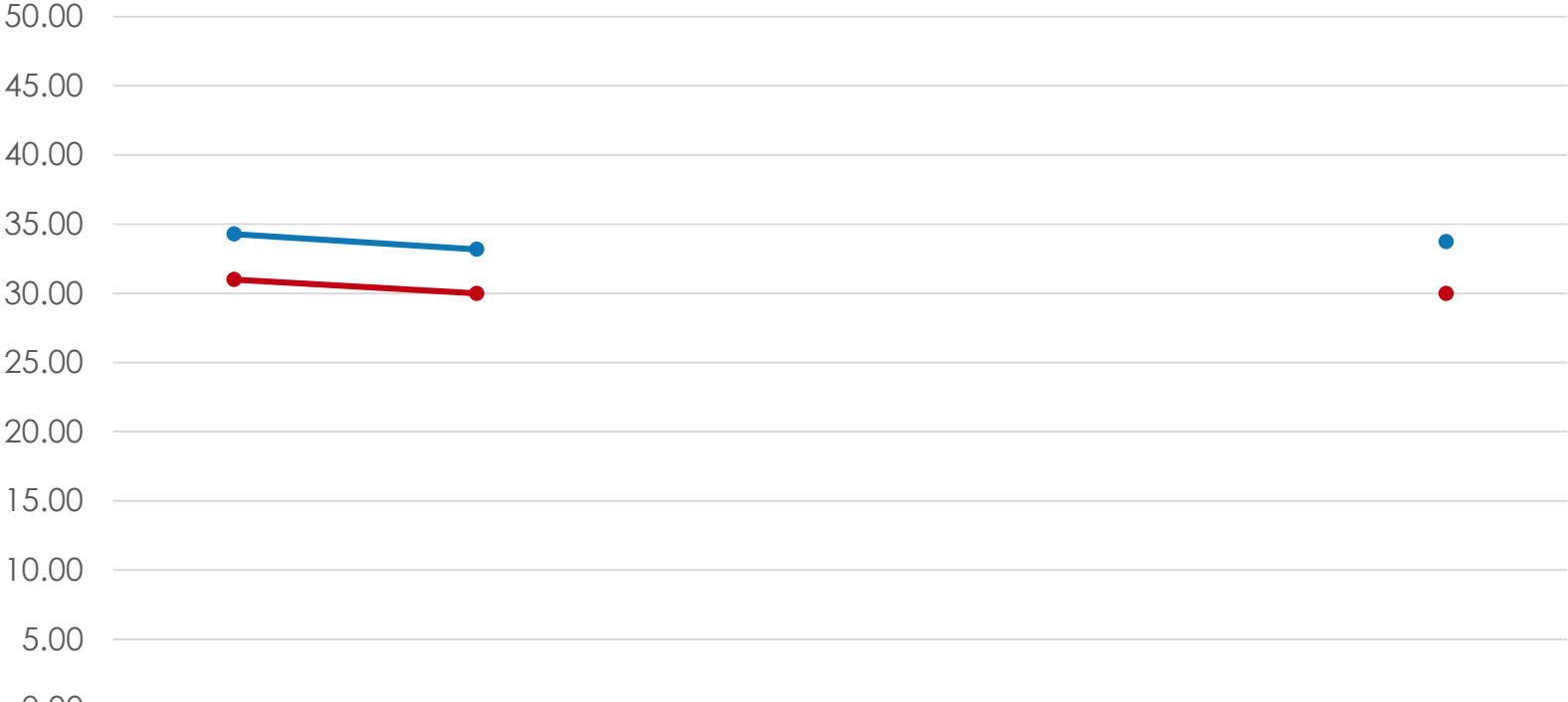
Prepared by Anthology Research

Age

MEAN = 33.18
MEDIAN = 30



Age – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)	YTD
MEAN	34.28	33.18			33.74
MEDIAN	31	30			30

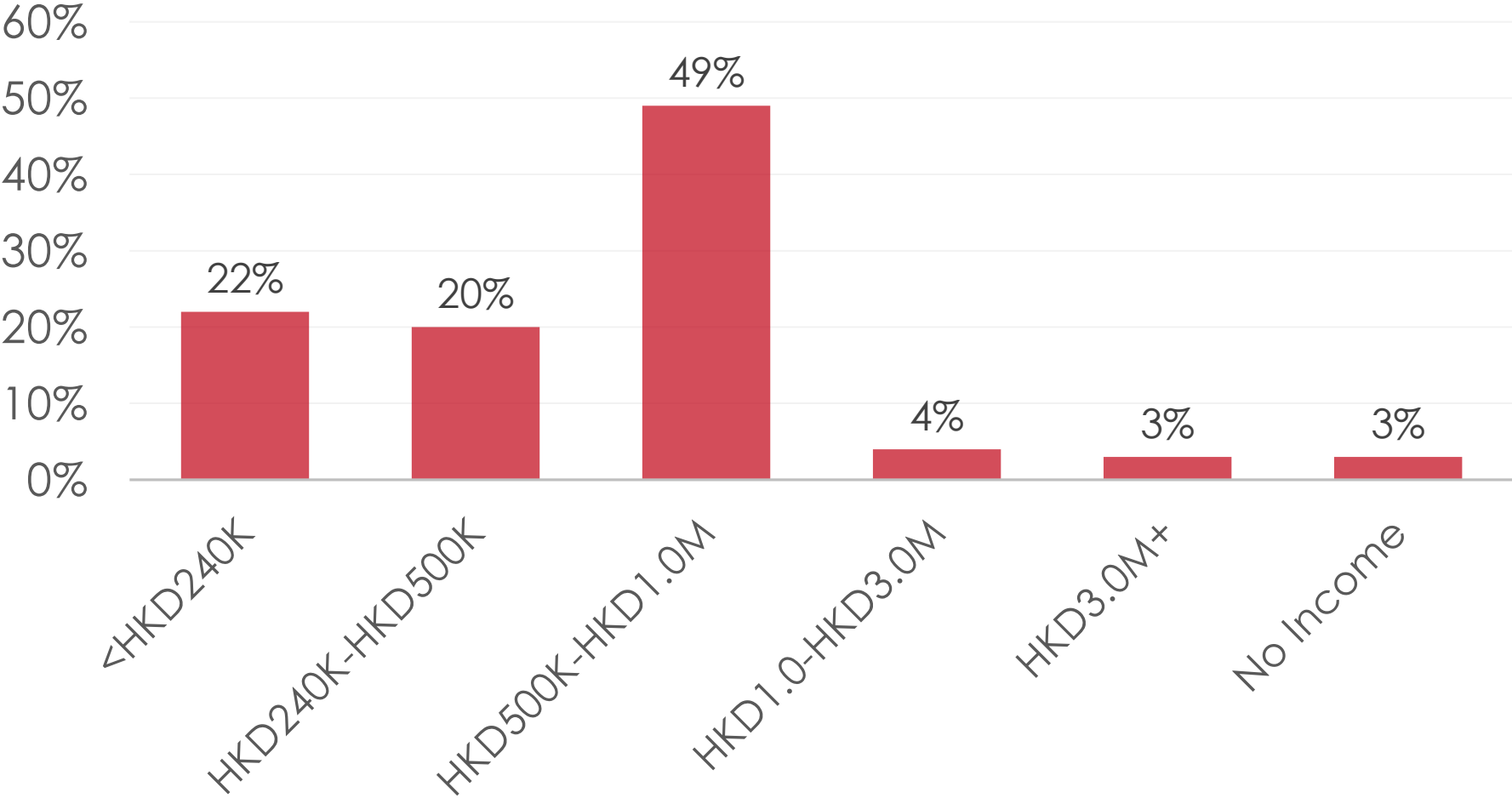
Age – Key Segments

**GVB EXIT SURVEY
AGE**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SD	18-24	10%	8%	7%	
	25-39	69%	74%	65%	100%
	40-49	13%	12%	15%	
	50-59	6%	4%	9%	
	60+	3%	1%	4%	
	Total	104	90	46	1
SD	Mean	33.18	32.31	35.87	30.00
	Median	30	30	33	30

Prepared by Anthology Research

Annual Household Income



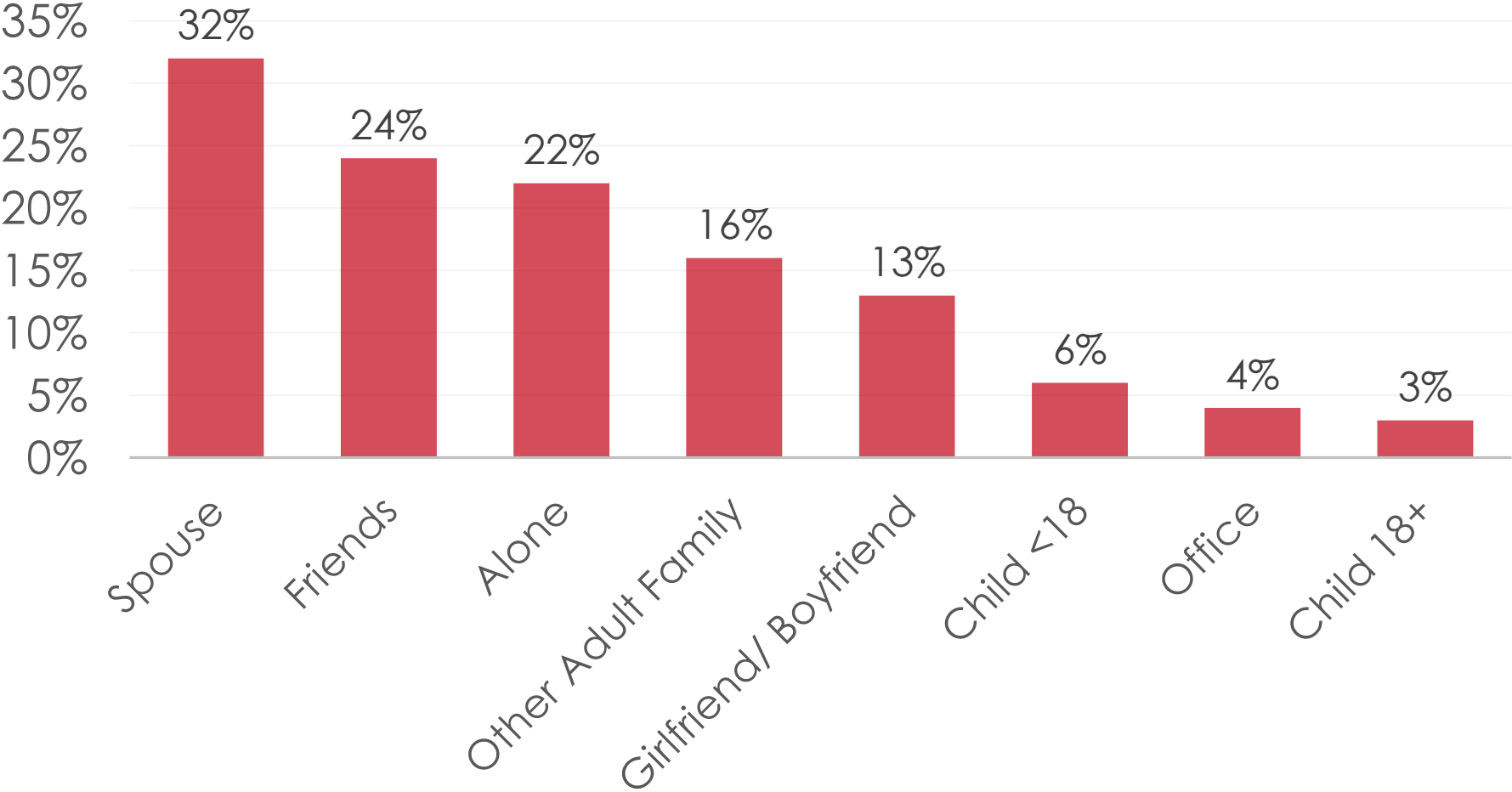
Annual Household Income – Key Segments

GVB EXIT SURVEY
Q26 Household income:

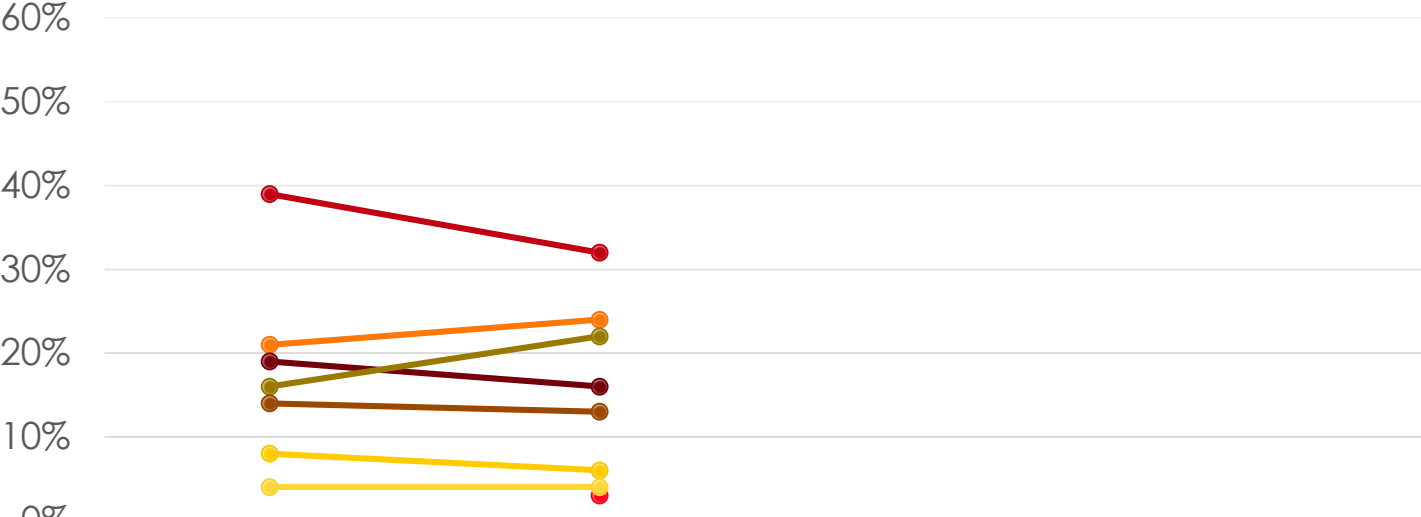
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q26	<HKD120K	6%	7%		
	HKD120K-HKD240K	16%	17%	11%	
	HKD240K-HKD500K	20%	22%	16%	100%
	HKD500K-HKD1.0M	26%	26%	29%	
	HKD1.0M-HKD2.0M	23%	20%	29%	
	HKD2.0M-HKD3.0M	4%	3%	4%	
	HKD3.0M+	3%	3%	4%	
	No Income	3%	1%	7%	
	Total	102	88	45	1

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Travel Party

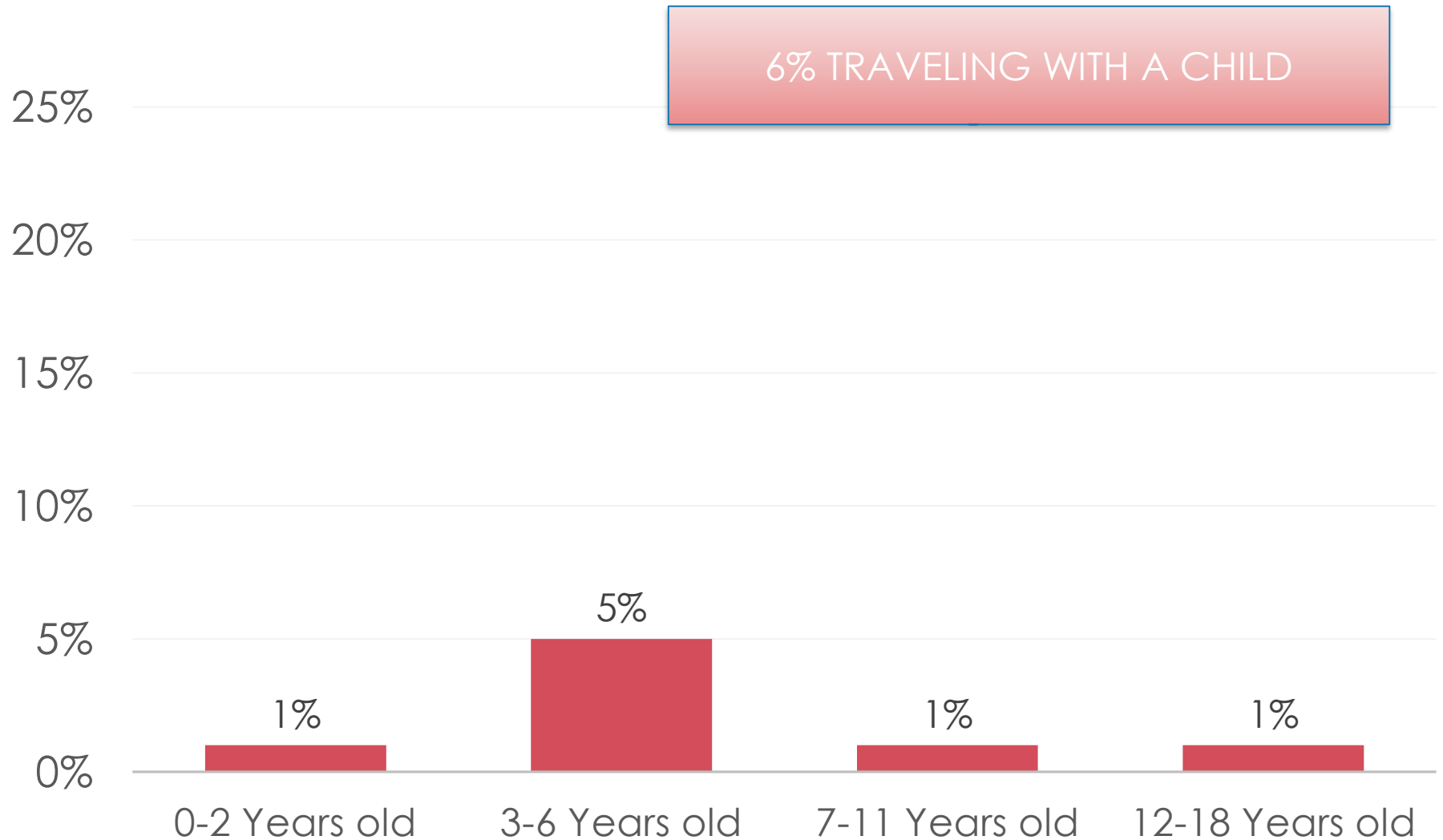


Travel Party

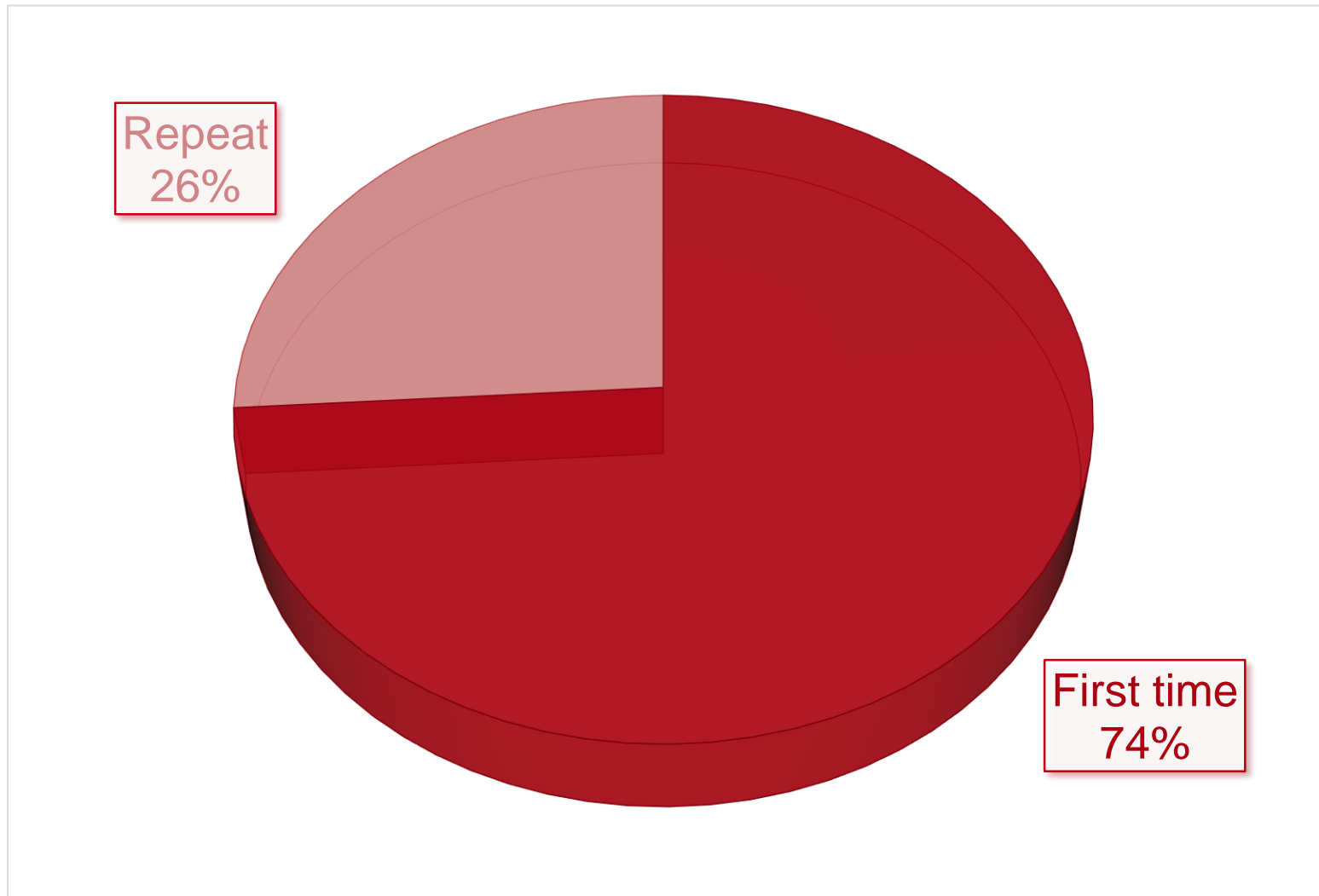


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Spouse	39%	32%		
Child <18	8%	6%		
Friend/ Assoc	21%	24%		
Other Adult Family	19%	16%		
Alone	16%	22%		
Girlfriend/ Boyfriend	14%	13%		
Child- Adult		3%		
Office	4%	4%		

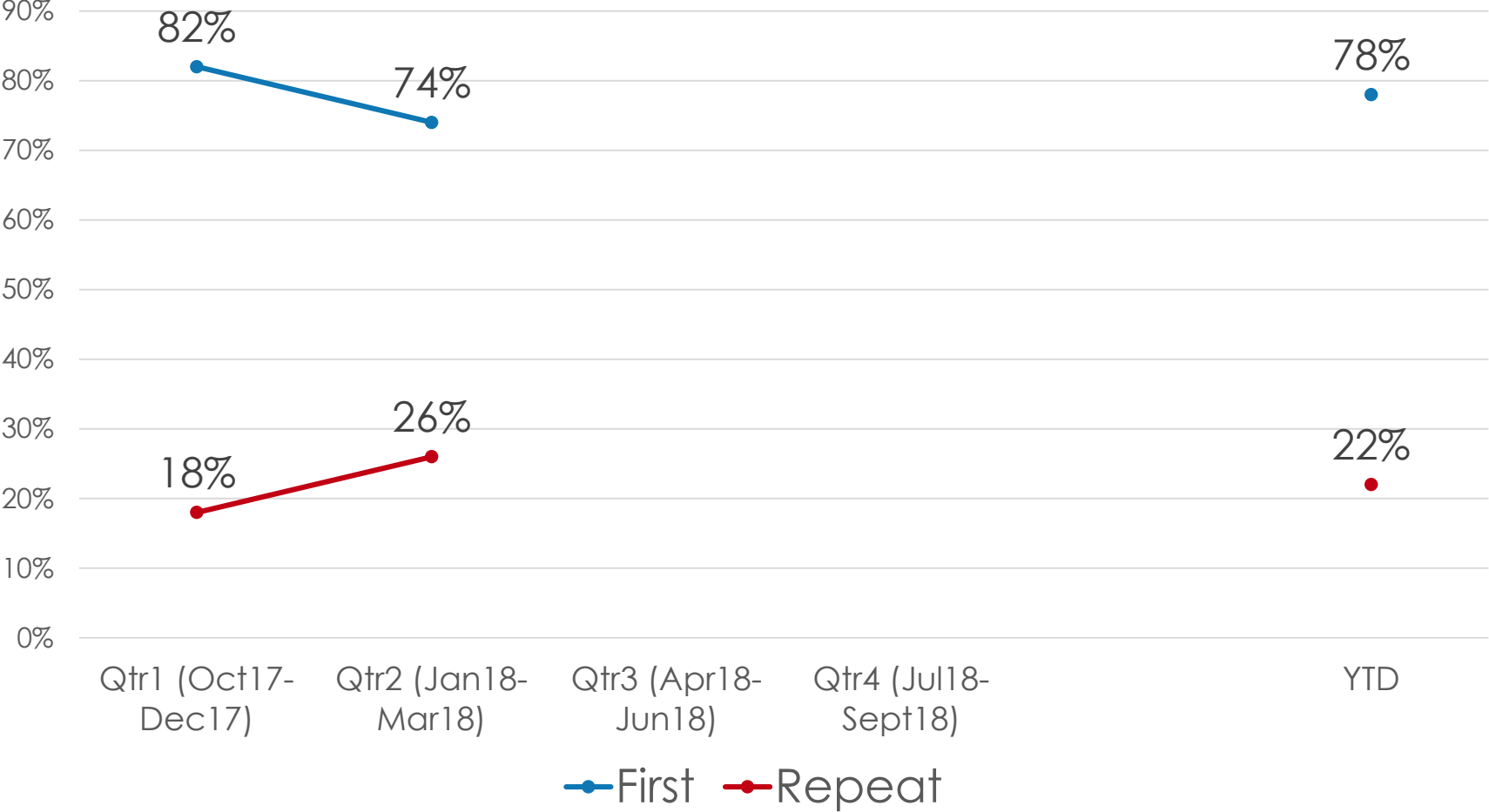
Travel Party - Children



Trips to Guam



Trips to Guam – FY2018 Tracking



Trips to Guam – Key Segments

GVB EXIT SURVEY

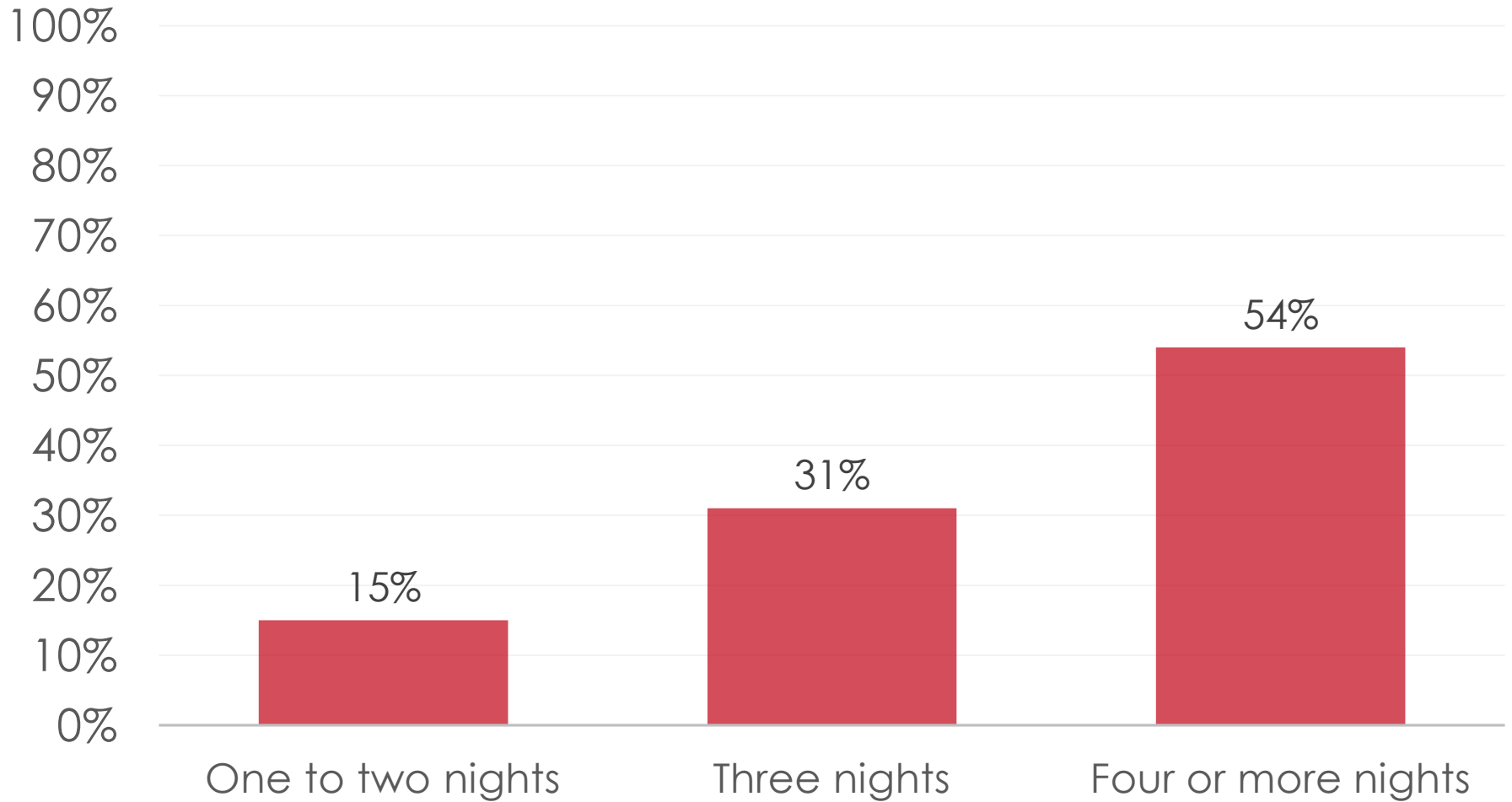
Q3 Including this trip, how many times have you visited Guam?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q3	1st Time	74%	73%	78%	100%
	Repeat	26%	27%	22%	
	Total	104	90	46	1
Q3A	Mean	1.63	1.64	1.59	1.00
	Median	1	1	1	1

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Length of Stay

MEAN NUMBER OF NIGHTS = 3.81
MEDIAN NUMBER OF NIGHTS = 4



Length of Stay – FY2018 Tracking



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
● MEAN	4.18	3.81				4.00
● MEDIAN	4	4				4

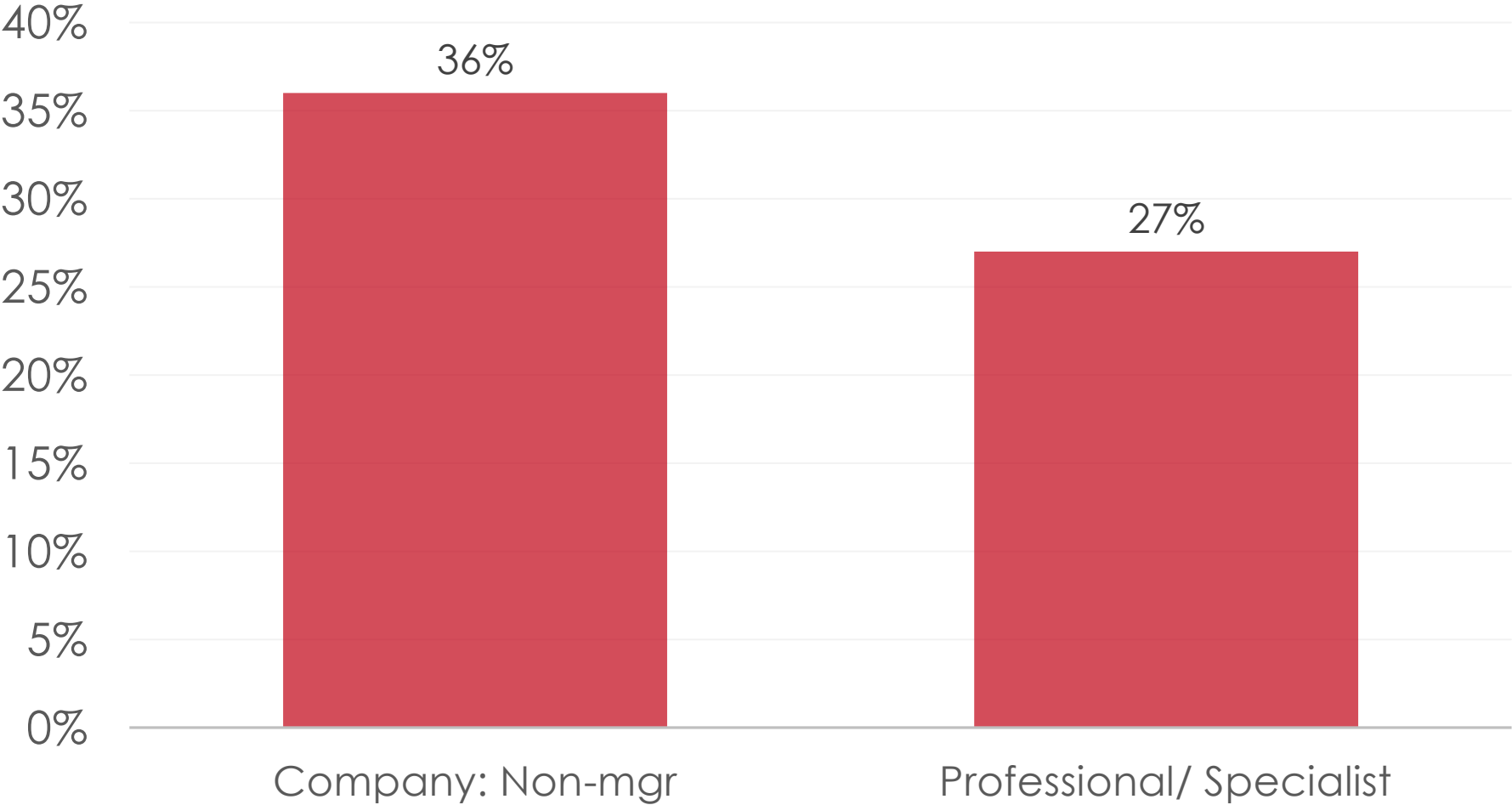
Length of Stay – Key Segments

GVB EXIT SURVEY
SA How many nights did you stay on Guam?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
SA	1-2	15%	18%	7%	
	3	31%	30%	26%	
	4+	54%	52%	67%	100%
	Total	104	90	46	1
SA	Mean	3.81	3.71	4.39	4.00
	Median	4	4	4	4

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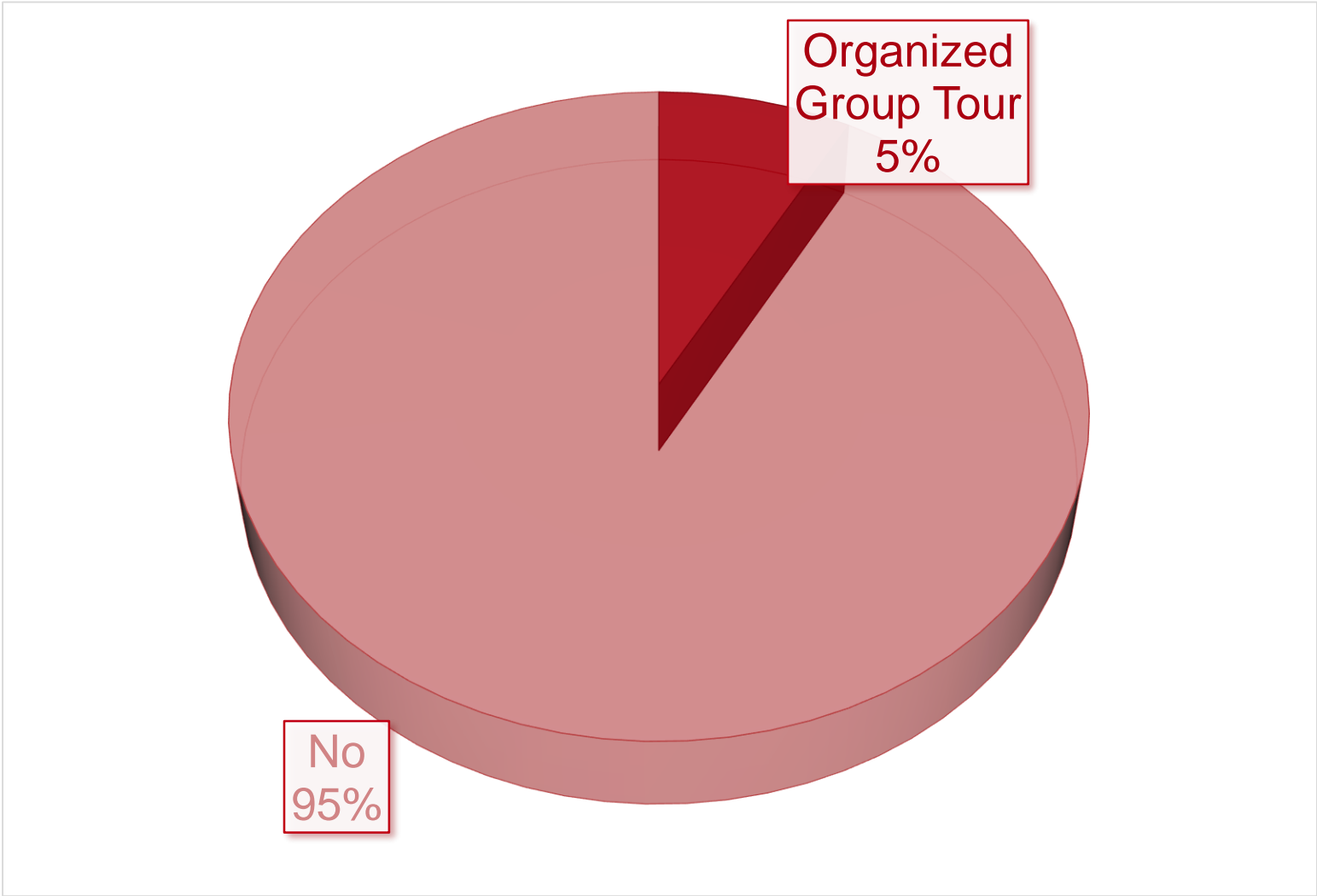
Occupation – Top Responses (10%+)



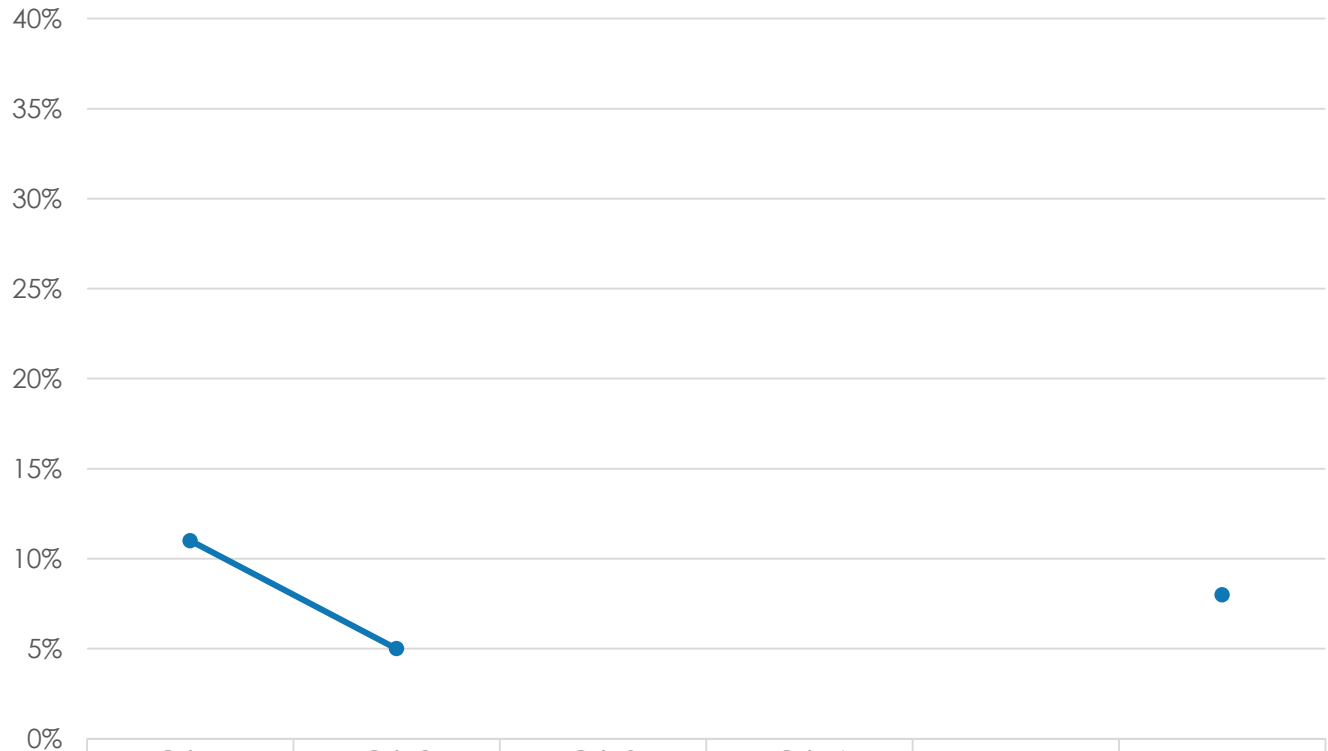
SECTION 2

TRAVEL PLANNING

Organized Group Tour



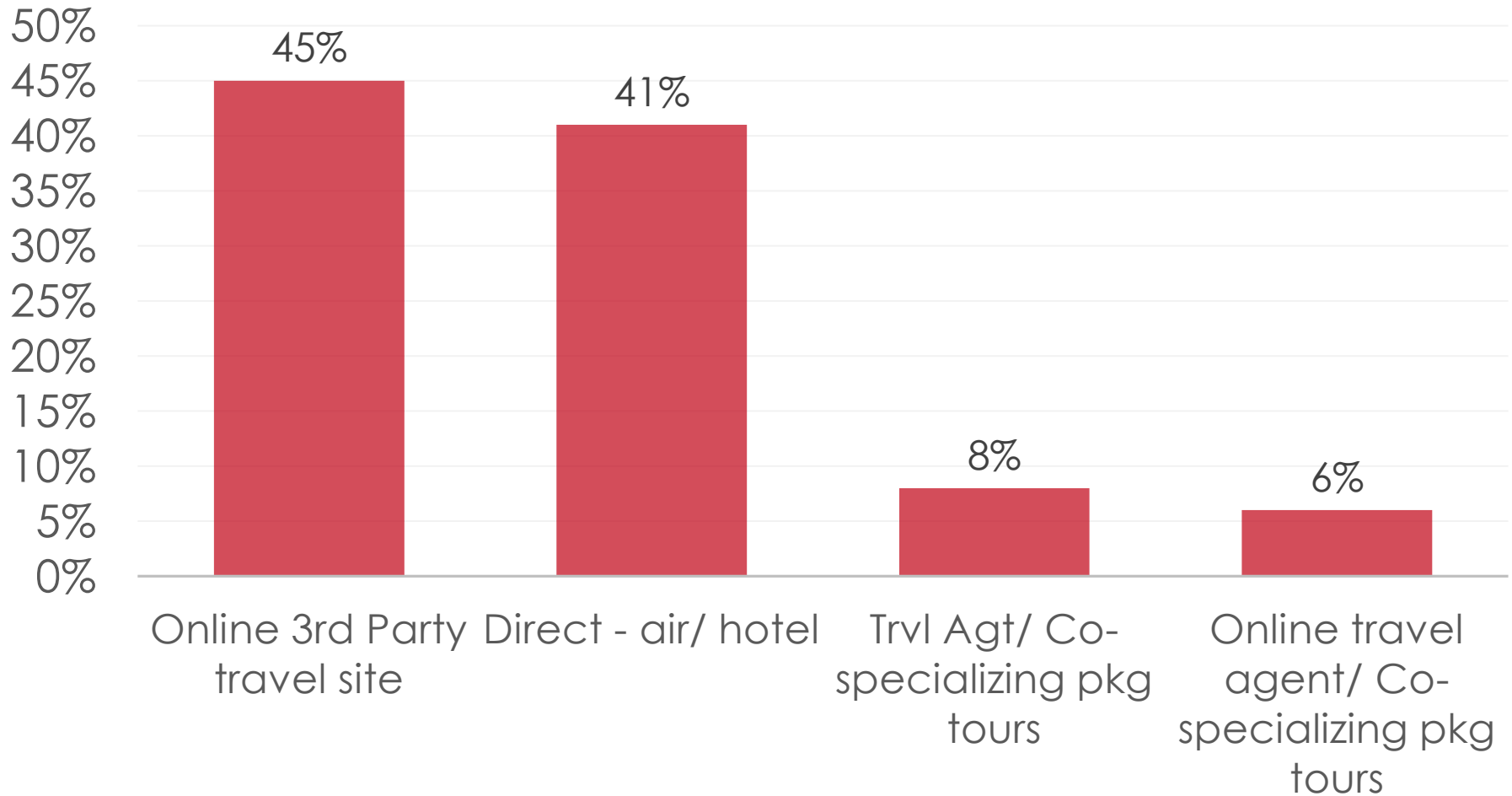
Organized Group Tour – Tracking



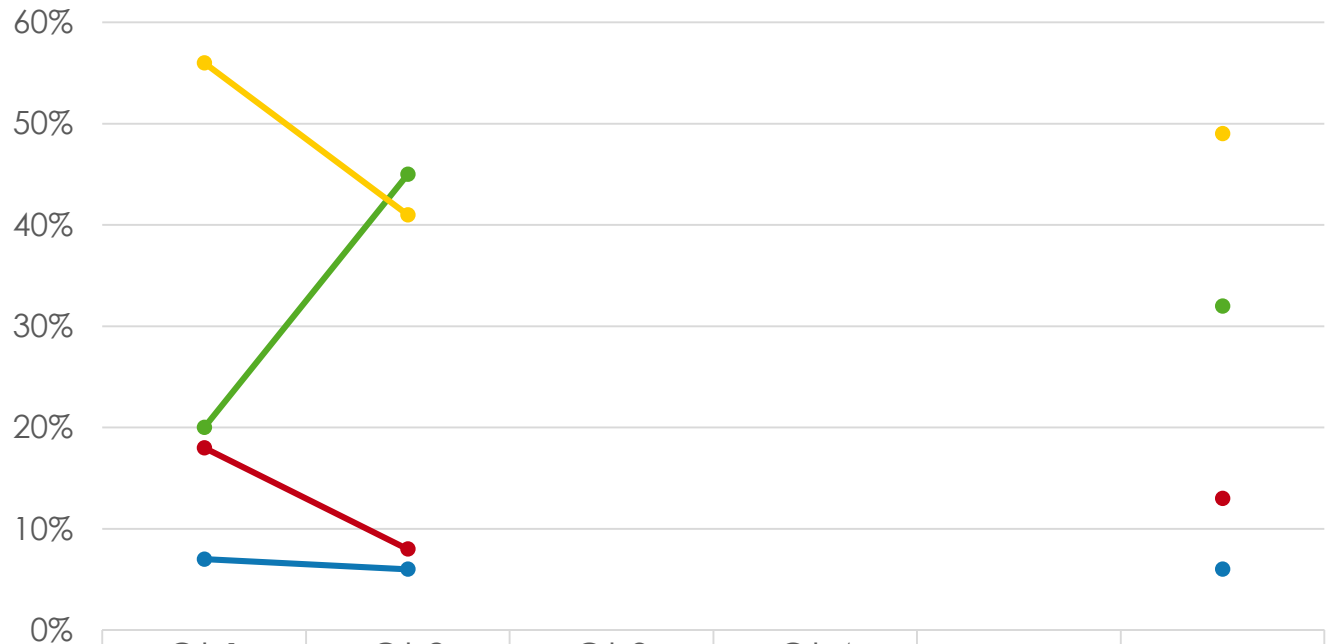
— Organized Group Tour

Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
11%	5%				8%

Travel Arrangements - Sources

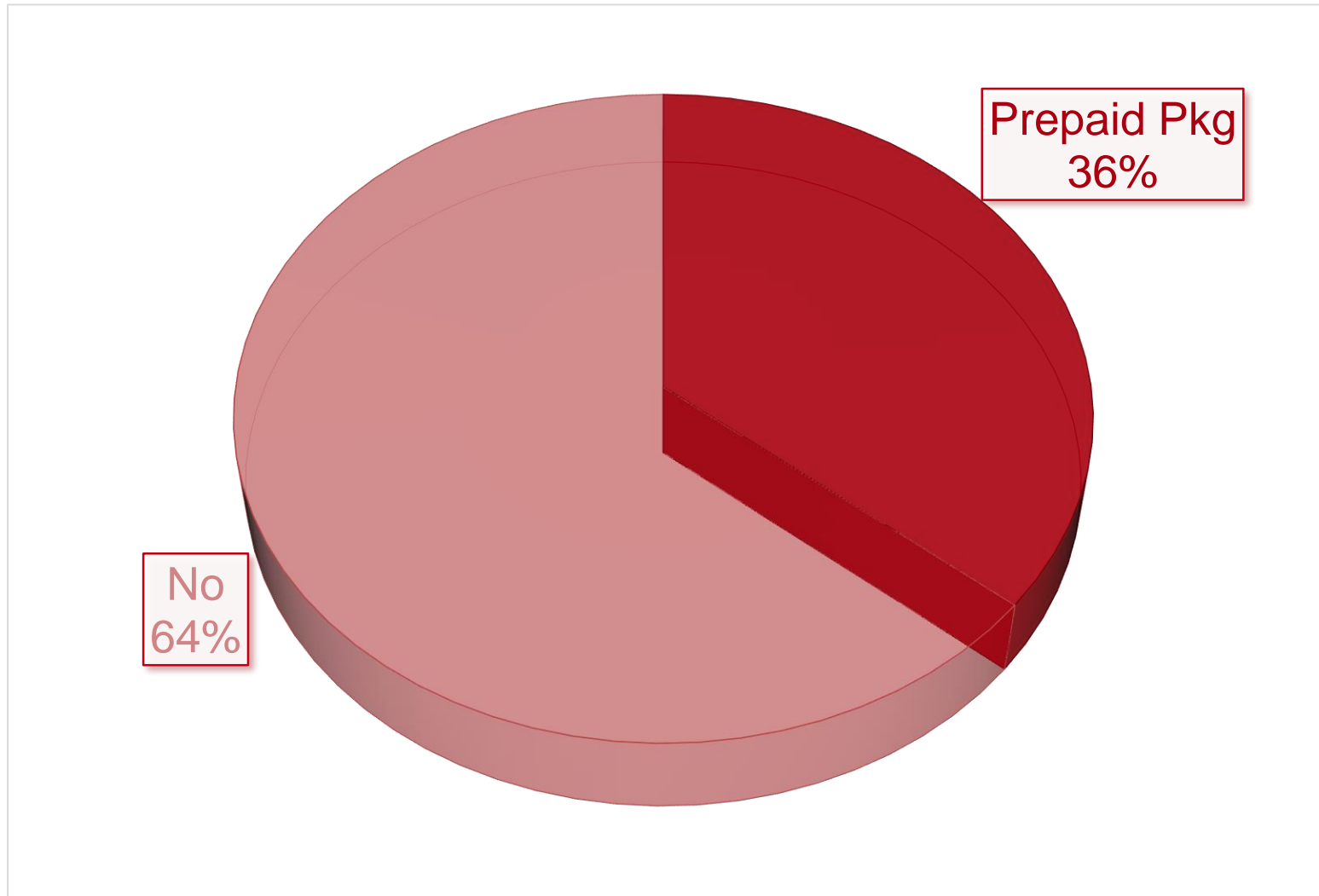


Travel Arrangements- Sources



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)	YTD
Online travel agent	7%	6%			6%
Trvl Agt/ Co- Pkg Tour	18%	8%			13%
Online 3rd Party	20%	45%			32%
Direct Air/ Hotel	56%	41%			49%

Prepaid Package Trip

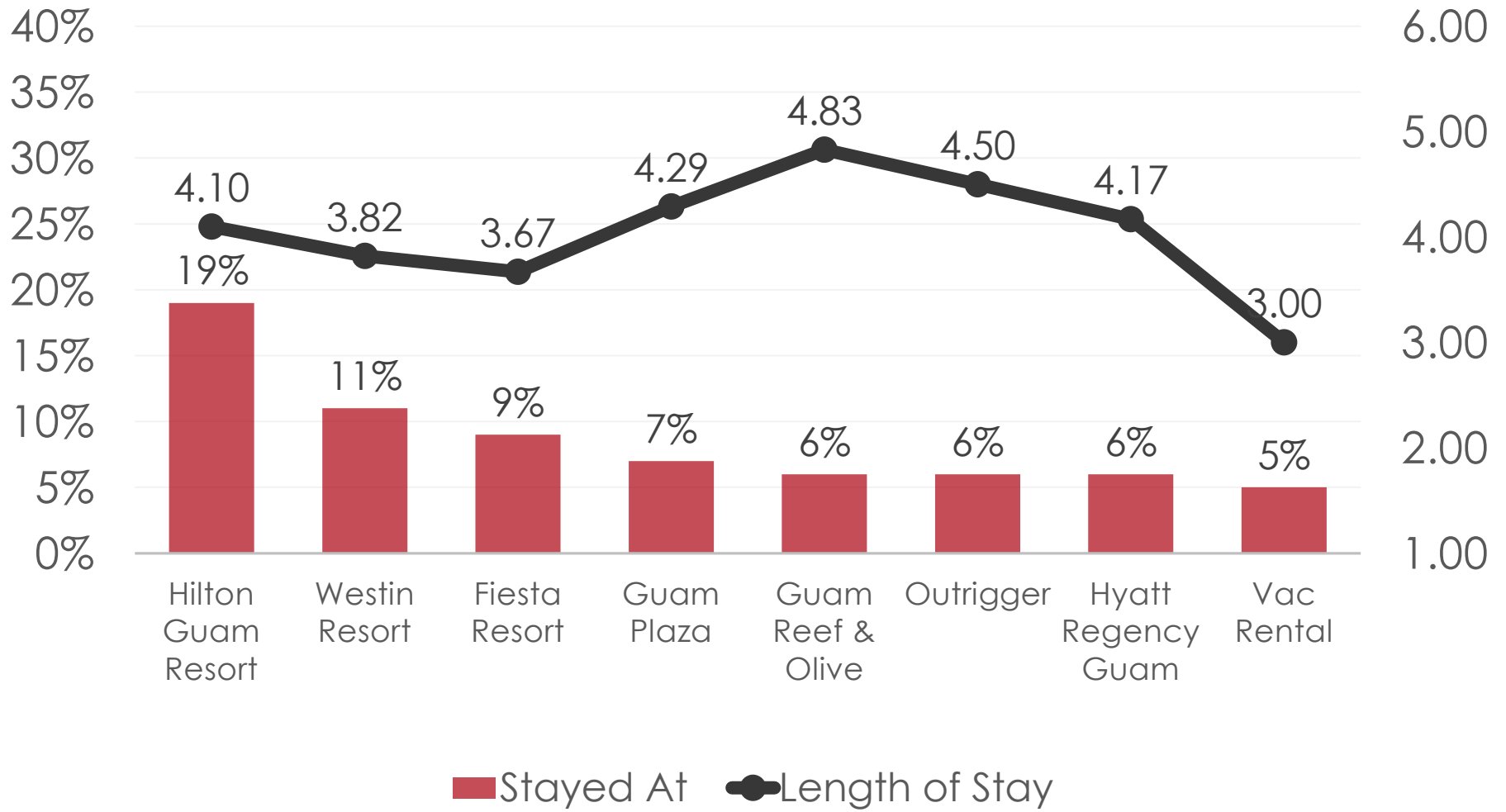


Prepaid Pkg Trip

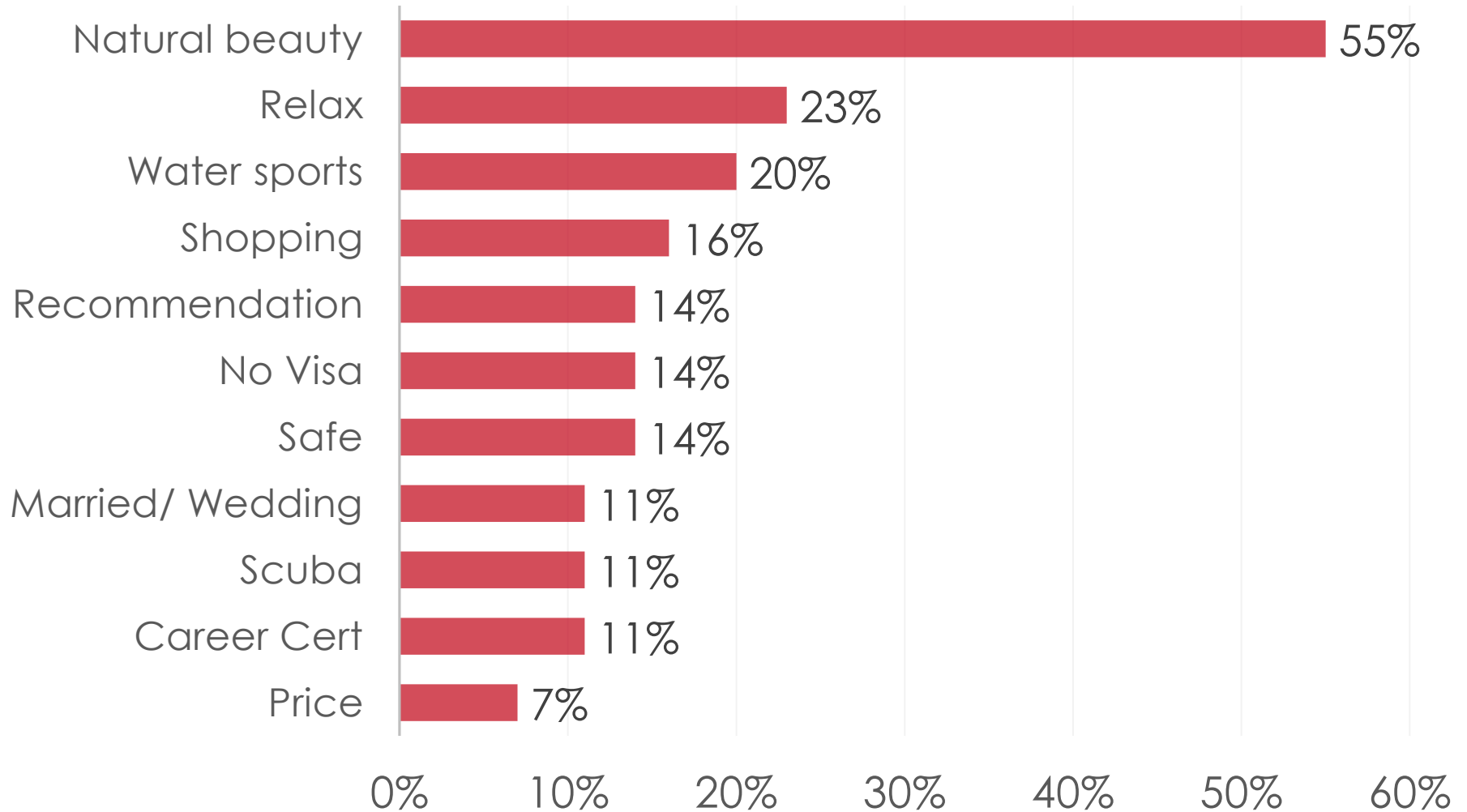


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)		YTD
Prepaid Pkg Trip	49%	36%				42%

Accommodations (Top Responses/ 5%+)



Travel Motivation (Top Responses)



Travel Motivation – Key Segments

GVB EXIT SURVEY

Q5A Please select the top three reasons that motivated you to travel to Guam?

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q5A	Beautiful seas, beaches, tropical climate	55%	57%	70%	100%
	Just to relax	23%	21%	28%	
	Water sports (snorkeling, windsurfing, parasailing)	20%	19%	20%	
	Shopping	16%	18%	26%	100%
	Recommendation of friend/ relative/ travel agency	14%	12%	9%	
	It is a safe place to spend a vacation	14%	16%	20%	
	No Visa	14%	13%	15%	
	Scuba diving	11%	10%	9%	
	Career certification/ testing	11%	12%		
	To Get Married/ attend Wedding	11%	12%	9%	
	Price of the tour package	7%	7%	4%	
	Company/ business trip	7%	6%	2%	
	Short travel time (not too far from home)	6%	7%	9%	
	A previous visit	5%	6%	7%	
	Pleasure/ vacation	5%	6%	7%	
	To visit friends or relatives	2%	2%		
	Honeymoon	1%	1%	2%	100%
	Total	104	90	46	1

Prepared by Anthology Research

SECTION 3

EXPENDITURES

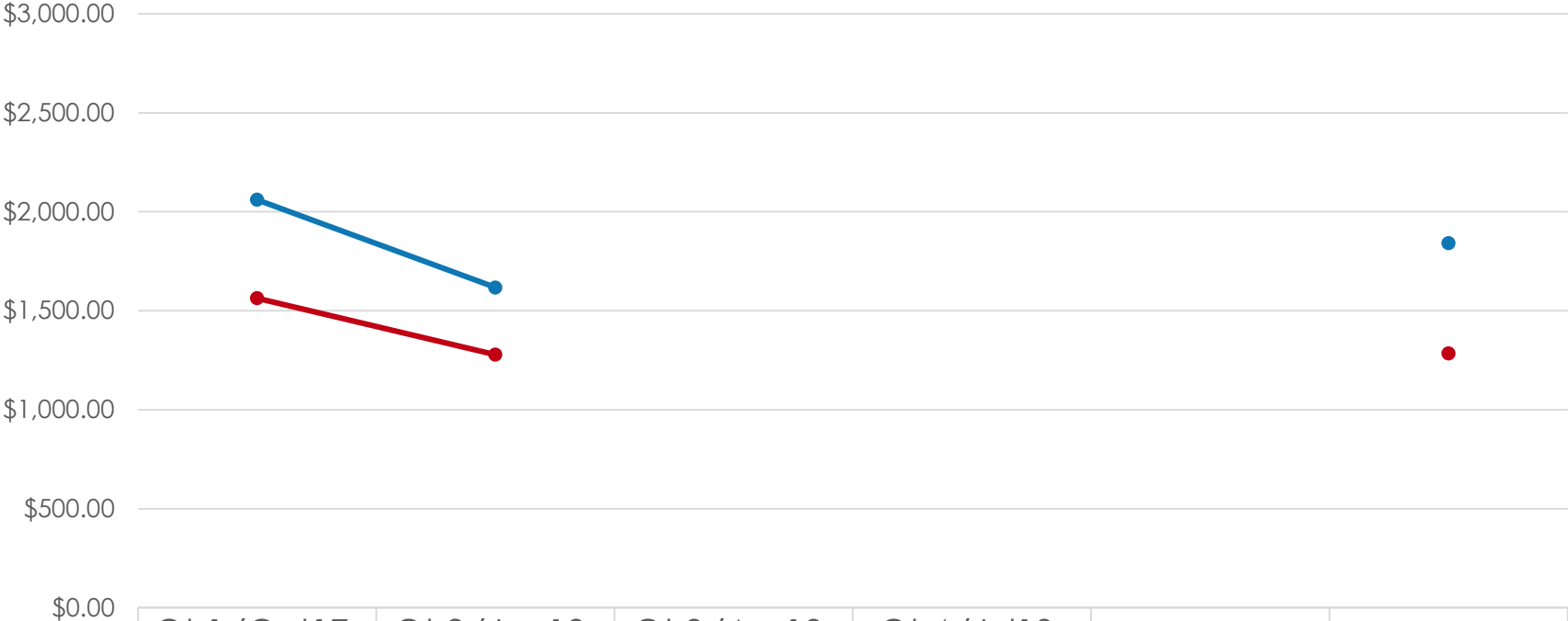
Prepaid Expenditures

EXCHANGE RATE HKD 7.82=\$1

- \$1,618.02 = overall mean average prepaid expense (for entire travel party size) by respondent
- \$1,015.10 = overall mean average per person prepaid expenditures

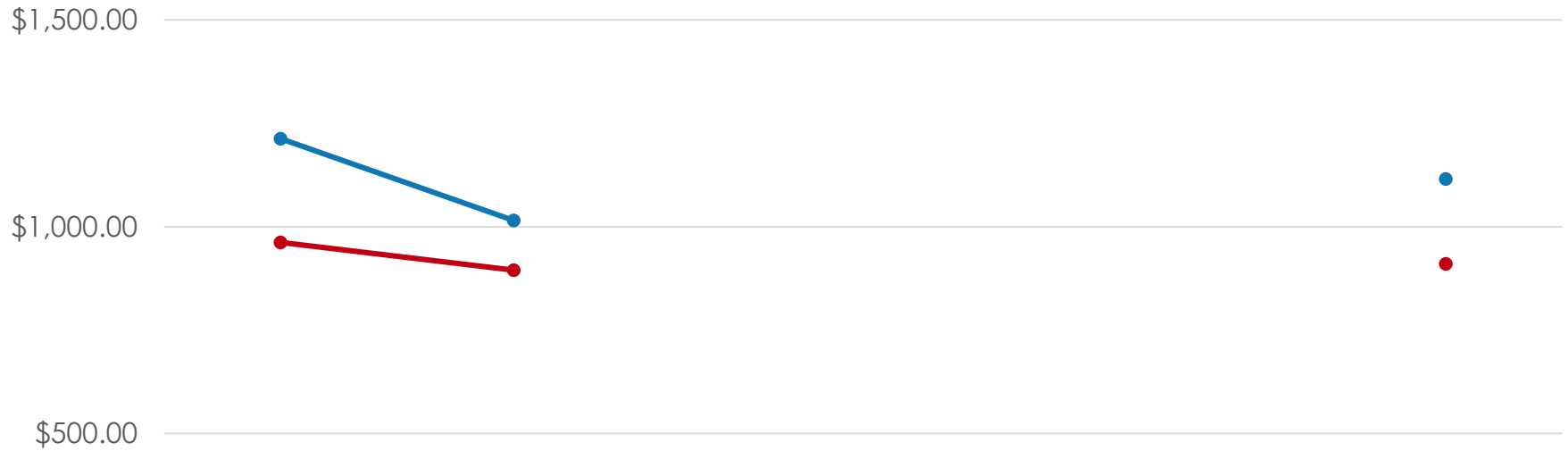
Prepaid Entire Travel Party – FY2018

Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)	YTD
MEAN	\$2,061.14	\$1,618.02			\$1,841.69
MEDIAN	\$1,564.00	\$1,279.00			\$1,285.00

Prepaid Per Person – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)	YTD
MEAN	\$1,212.79	\$1,015.10			\$1,115.37
MEDIAN	\$962.00	\$895.00			\$910.00

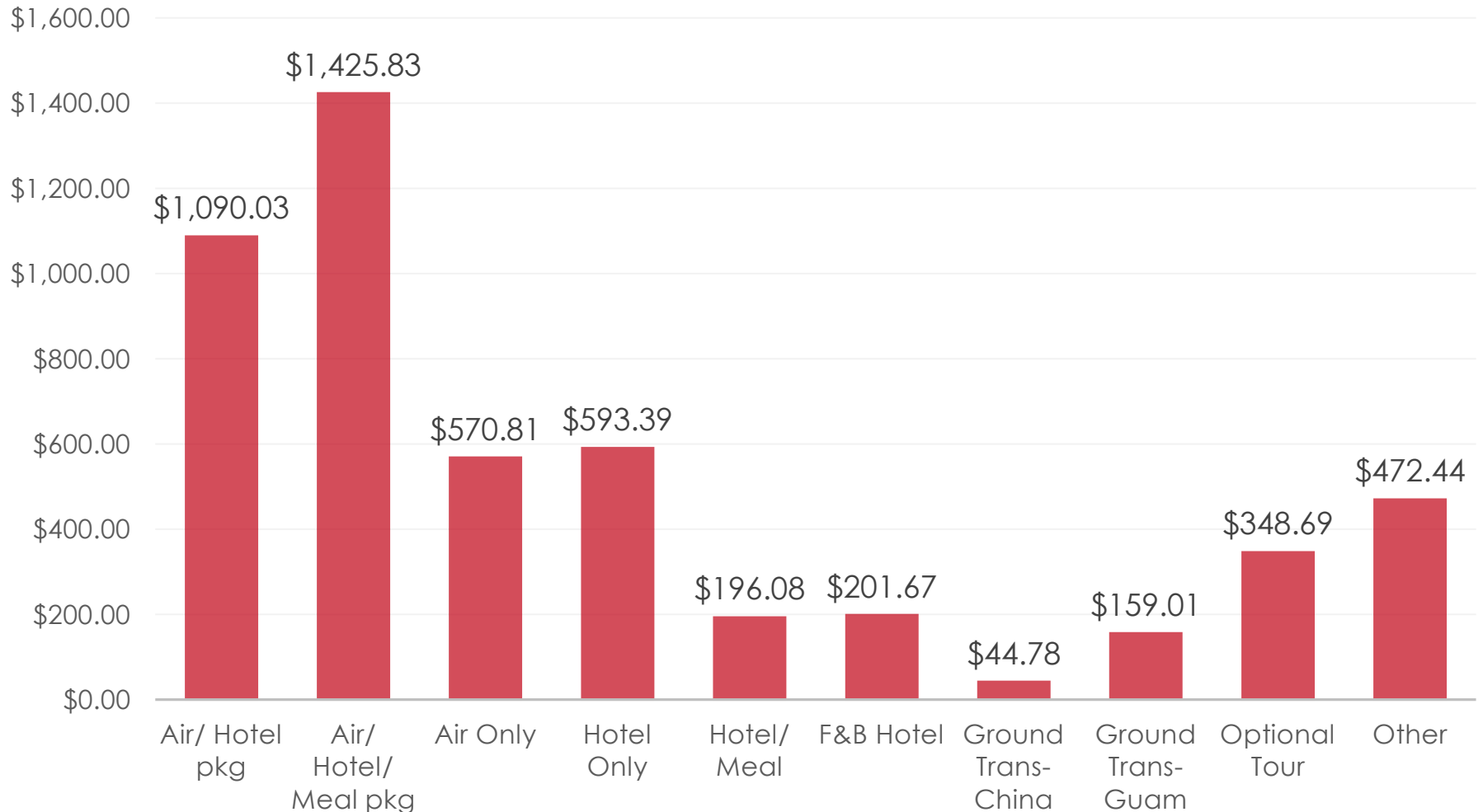
Prepaid Per Person – Key Segments

**GVB EXIT SURVEY
Q10A PREPAID - PER PERSON:**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
PREPAID PP	Mean	\$1,015.10	\$978.03	\$1,071.75	\$1,278.77
	Median	\$895	\$895	\$1,066	\$1,279

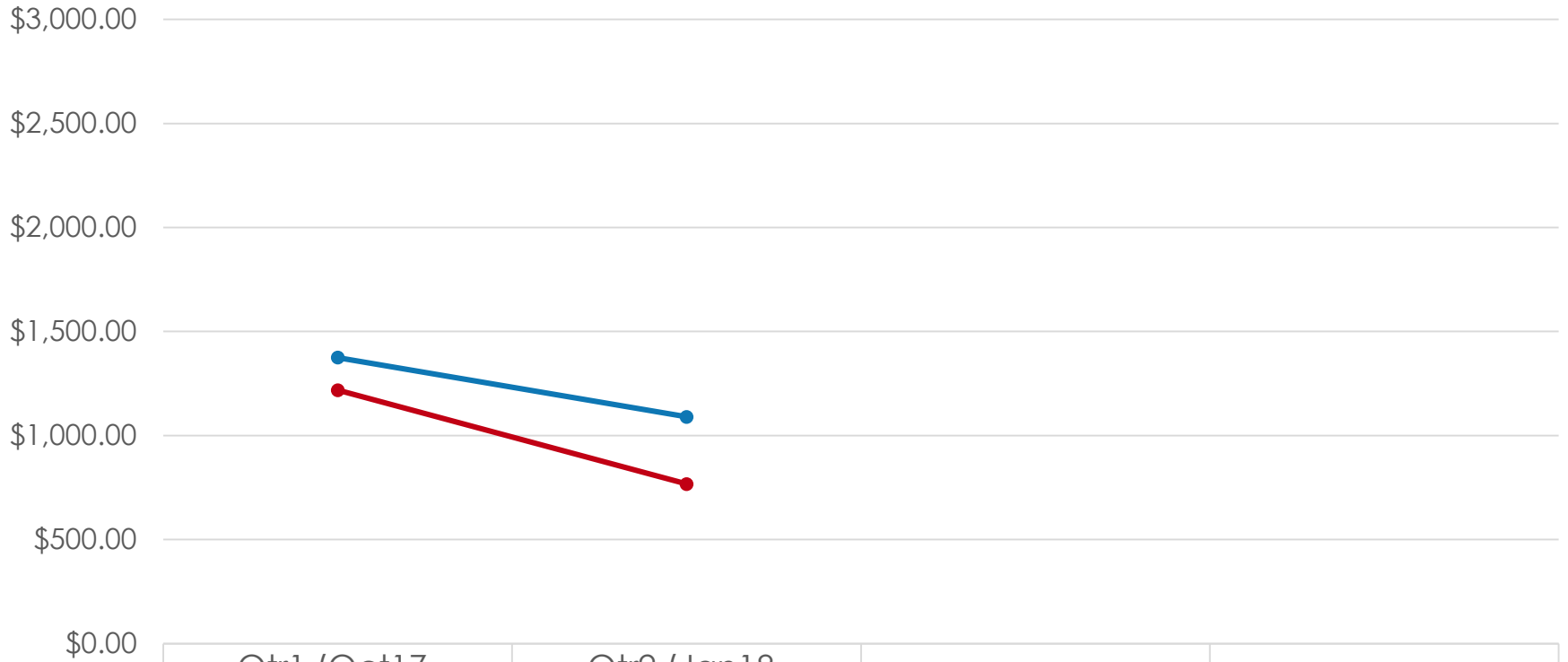
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Prepaid Expenses by Category – MEAN Entire Travel Party



Prepaid – FY2018 Tracking

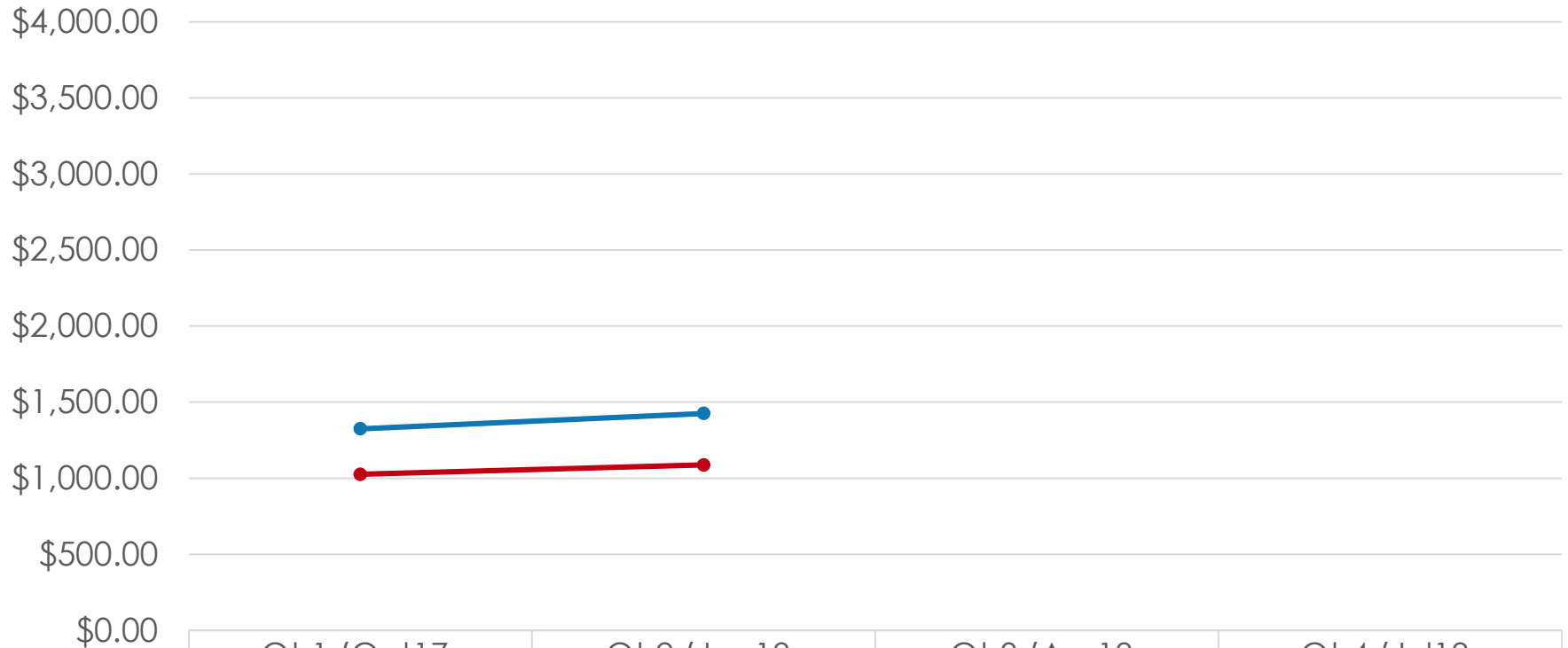
Airfare & Accommodation Packages



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
● MEAN	\$1,374.73	\$1,090.03		
● MEDIAN	\$1,218.00	\$767.00		

Prepaid – FY2018 Tracking

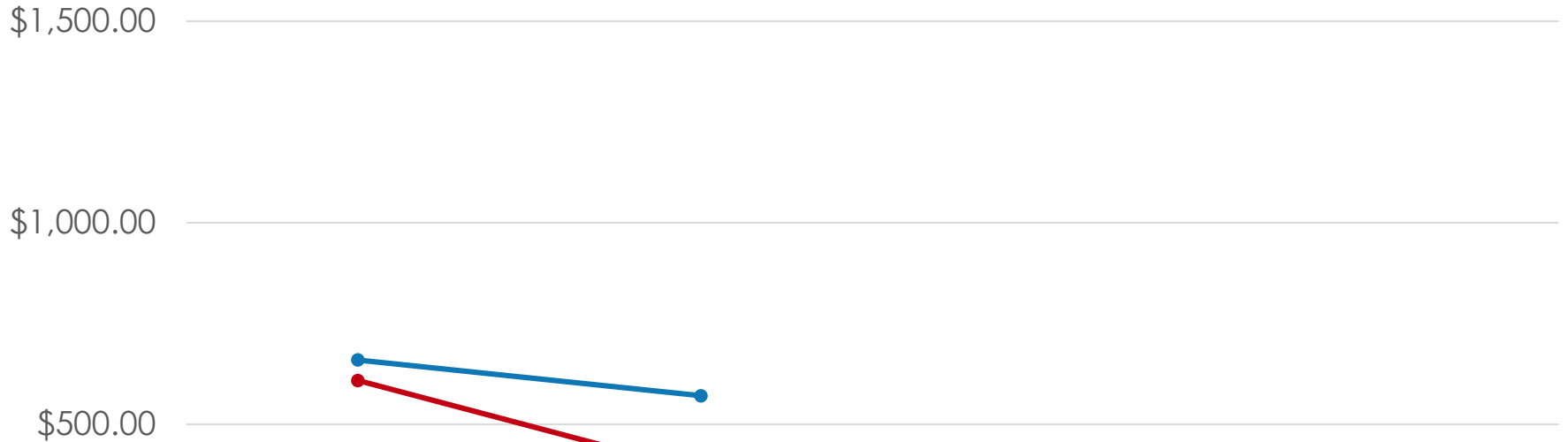
Airfare & Accommodation W/ Meal Packages



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
MEAN	\$1,325.24	\$1,425.83		
MEDIAN	\$1,026.00	\$1,087.00		

Prepaid – FY2018 Tracking

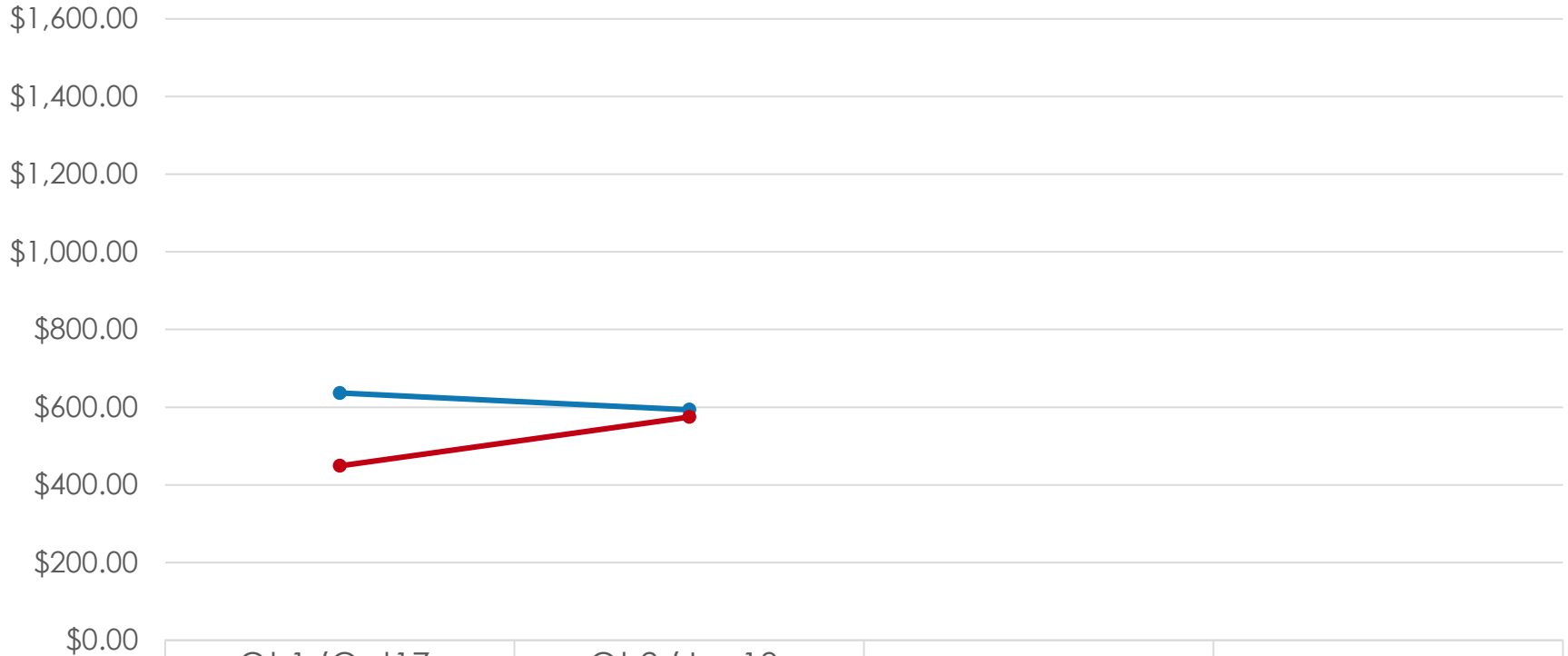
Airfare Only



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
● MEAN	\$659.86	\$570.81		
● MEDIAN	\$609.00	\$384.00		

Prepaid – FY2018 Tracking

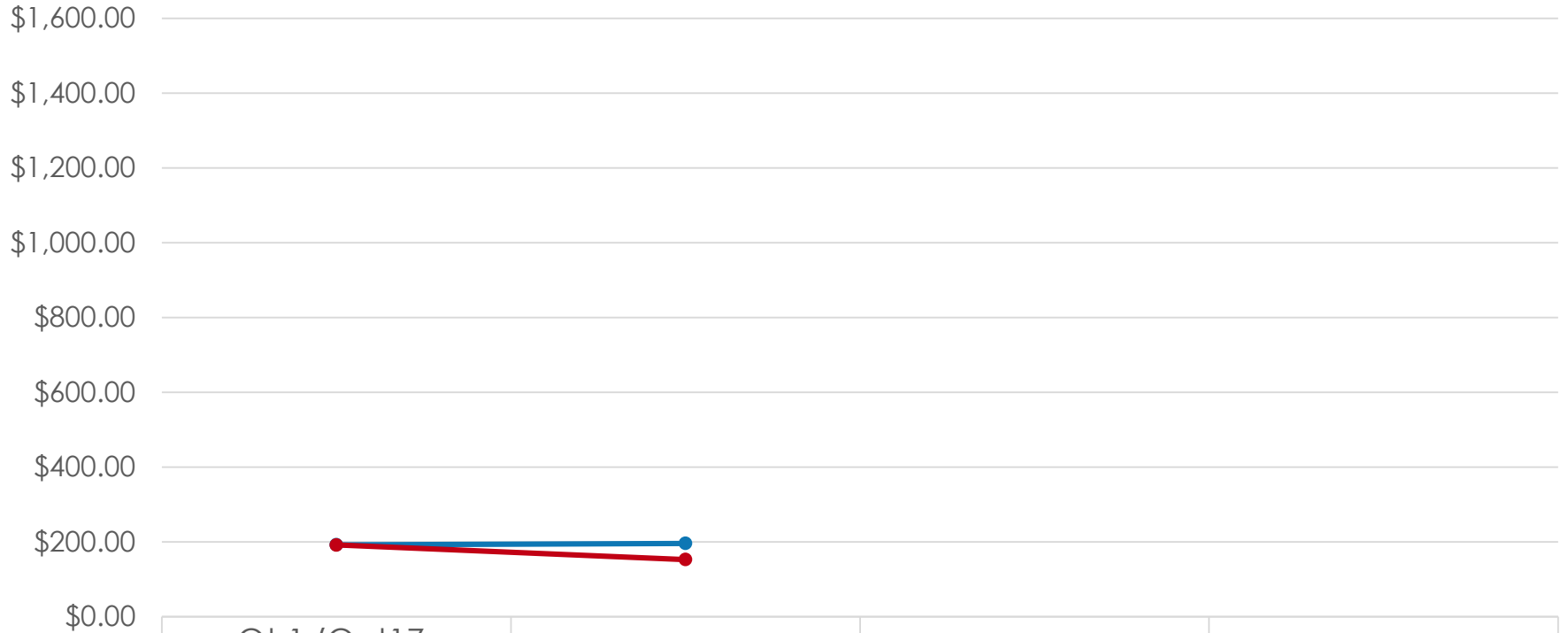
Accommodations Only



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$636.75	\$593.39		
MEDIAN	\$449.00	\$575.00		

Prepaid – FY2018 Tracking

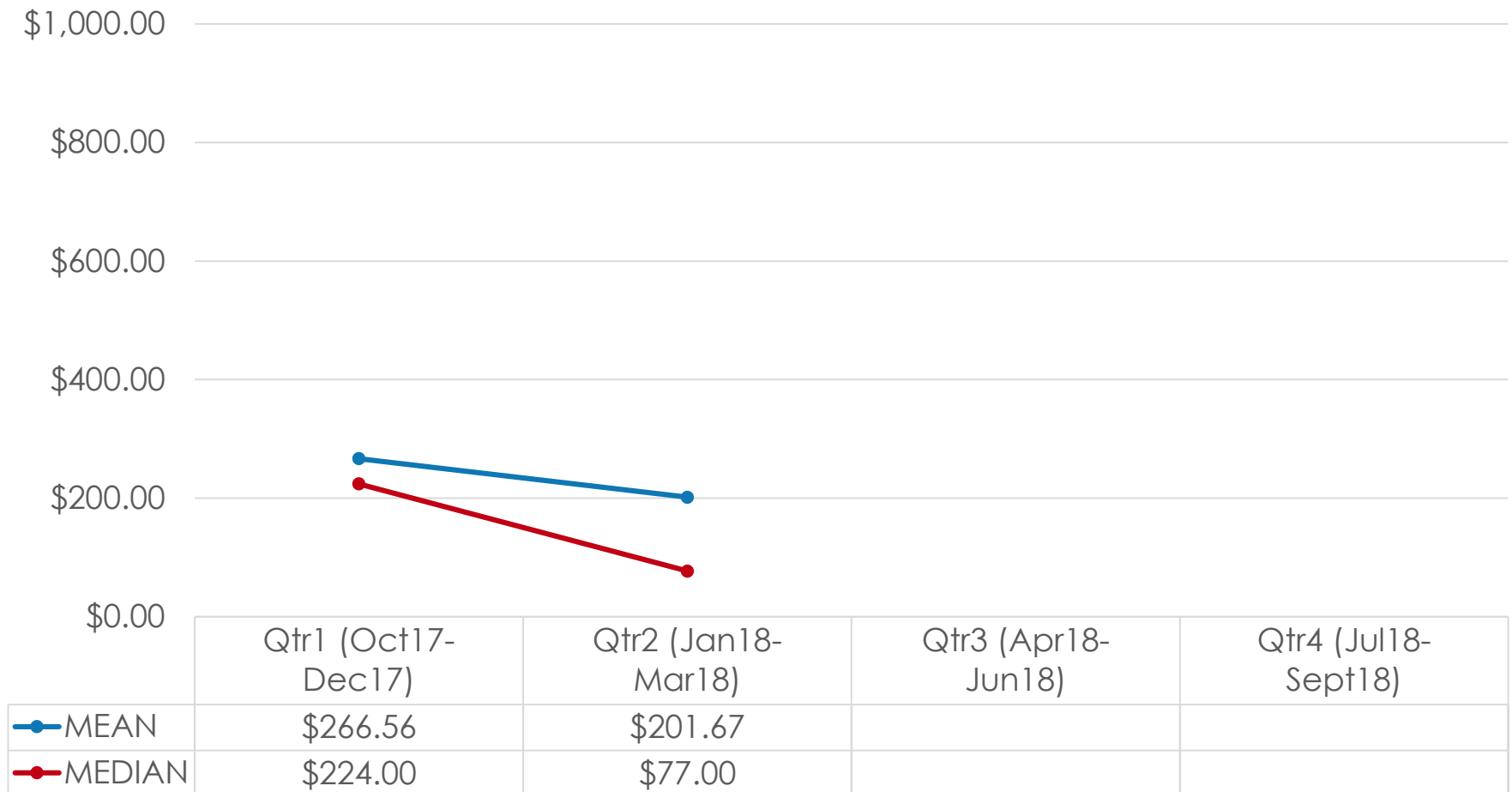
Accommodations w/ Meal Only



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$192.31	\$196.08		
MEDIAN	\$192.00	\$153.00		

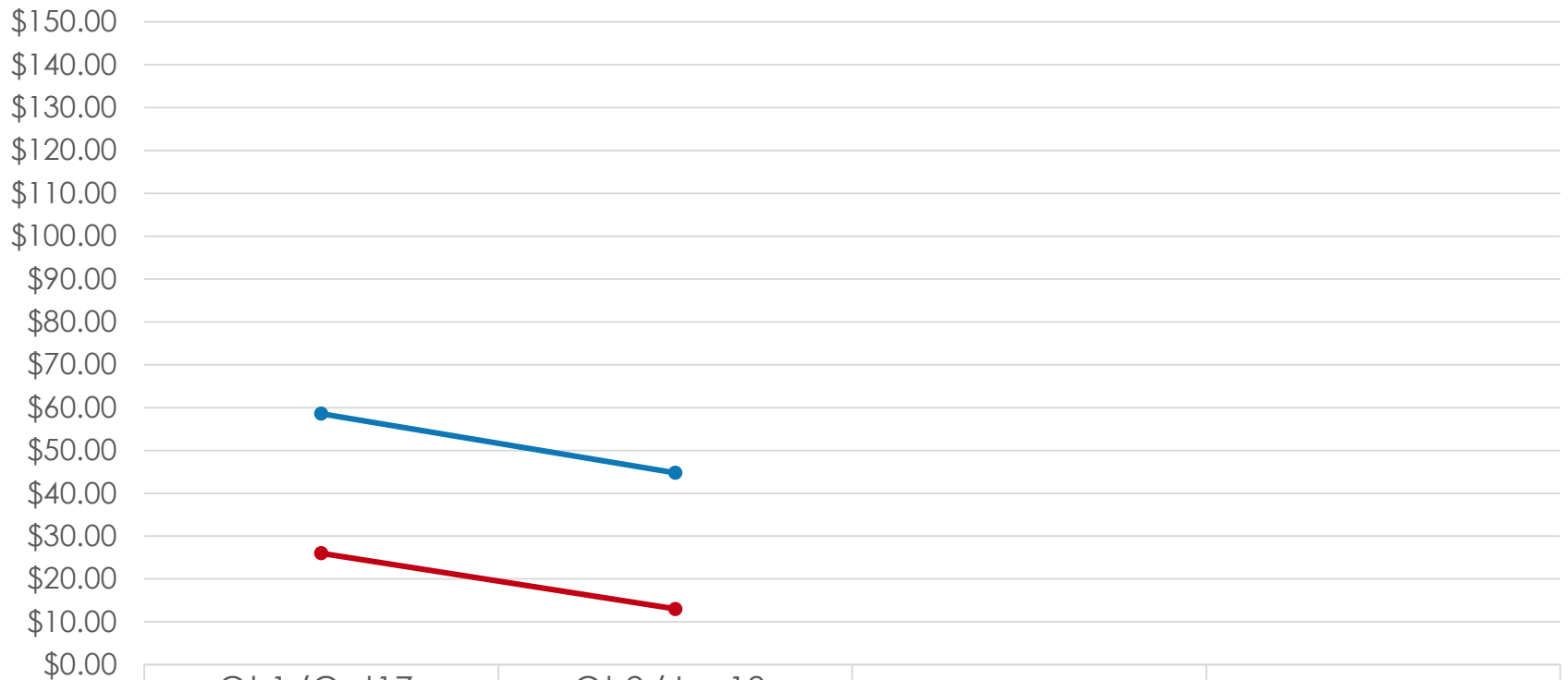
Prepaid – FY2018 Tracking

Food & Beverage in Hotel



Prepaid – FY2018 Tracking

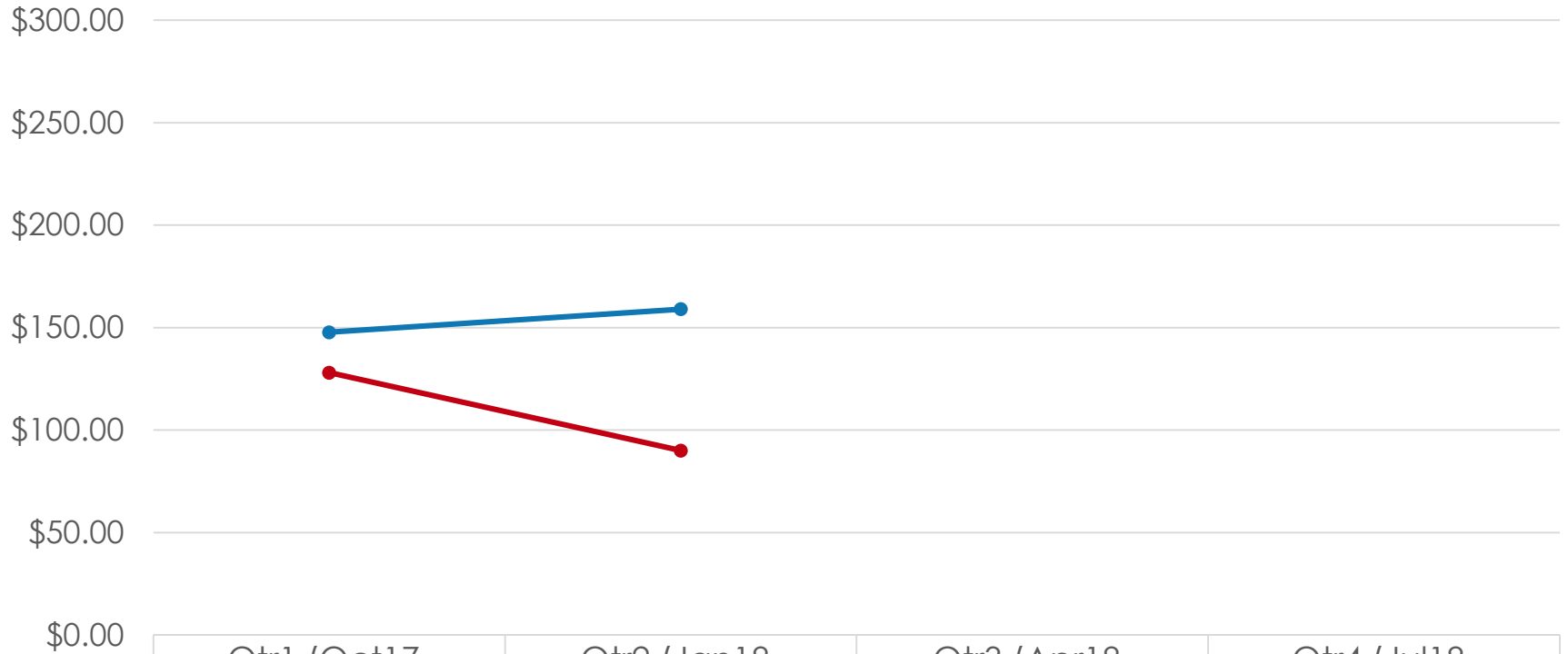
Ground Transportation – Hong Kong



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
MEAN	\$58.56	\$44.78		
MEDIAN	\$26.00	\$13.00		

Prepaid – FY2018 Tracking

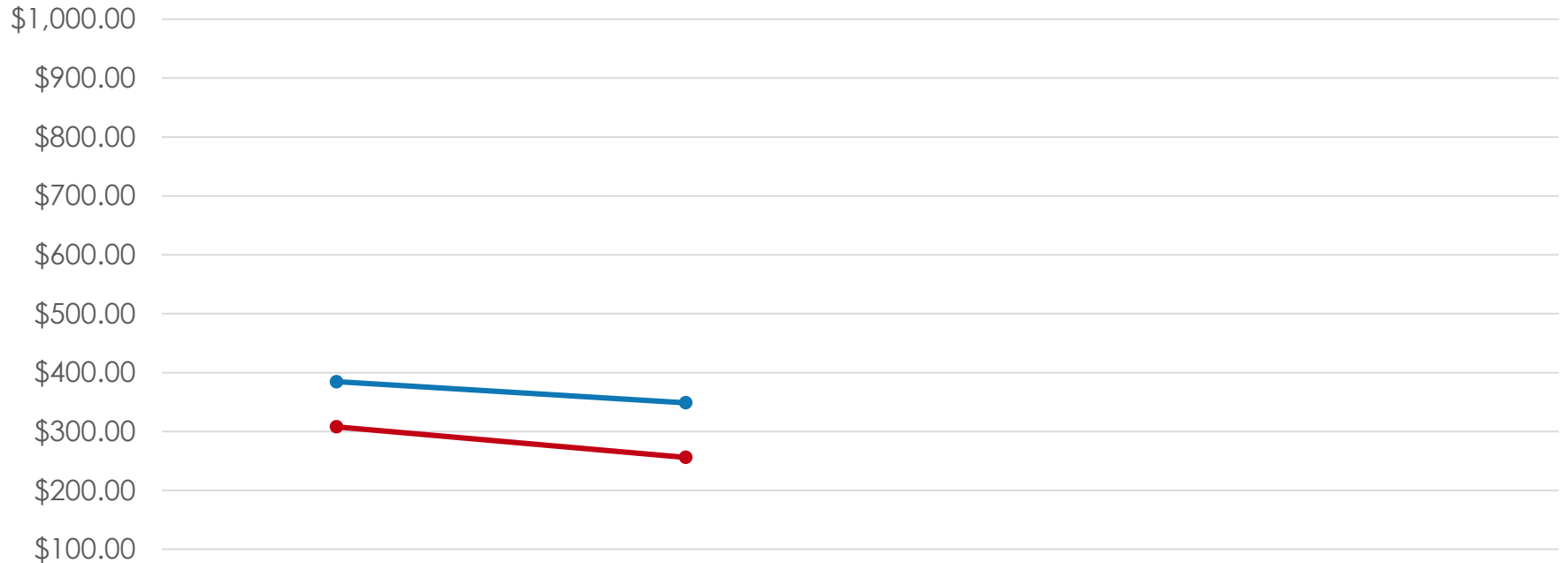
Ground Transportation - Guam



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
MEAN	\$147.74	\$159.01		
MEDIAN	\$128.00	\$90.00		

Prepaid – FY2018 Tracking

Optional tours/ Activities

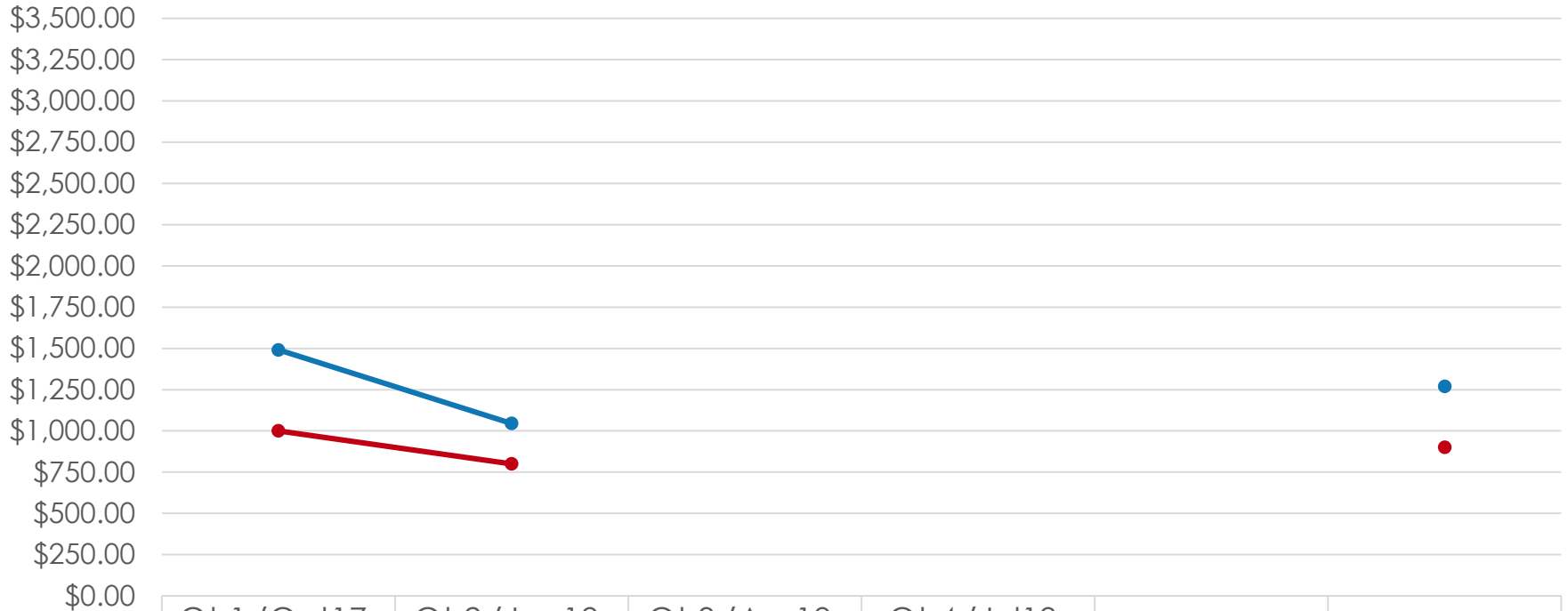


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
● MEAN	\$384.62	\$348.69		
● MEDIAN	\$308.00	\$256.00		

On-Island Expenditures

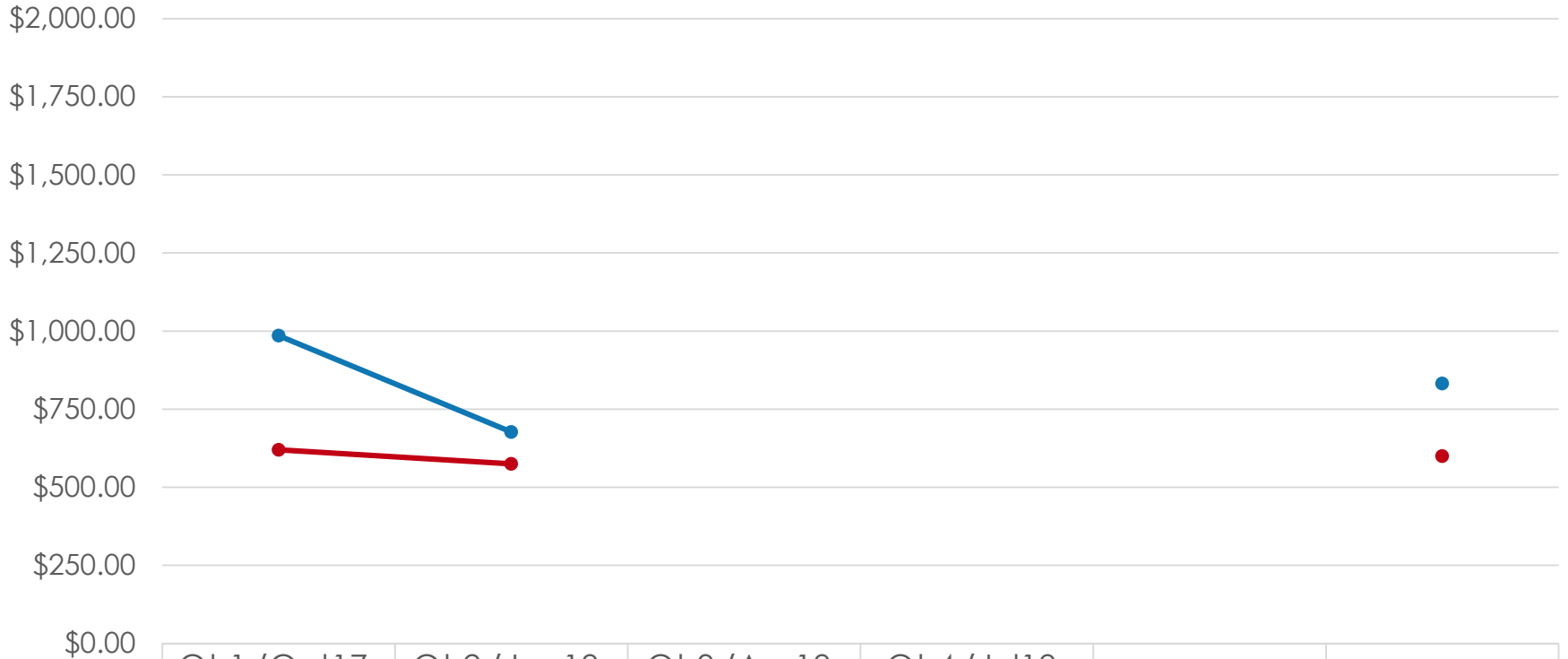
- \$1,045.02 = overall mean average on-island expense (for entire travel party size) by respondent
- \$676.91 = overall mean average per person on-island expenditures

On-Island Entire Travel Party – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)	YTD
MEAN	\$1,491.23	\$1,045.02			\$1,270.25
MEDIAN	\$1,000.00	\$800.00			\$900.00

On-Island Per Person – FY2018 Tracking



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)	YTD
MEAN	\$985.82	\$676.91			\$832.84
MEDIAN	\$620.00	\$575.00			\$600.00

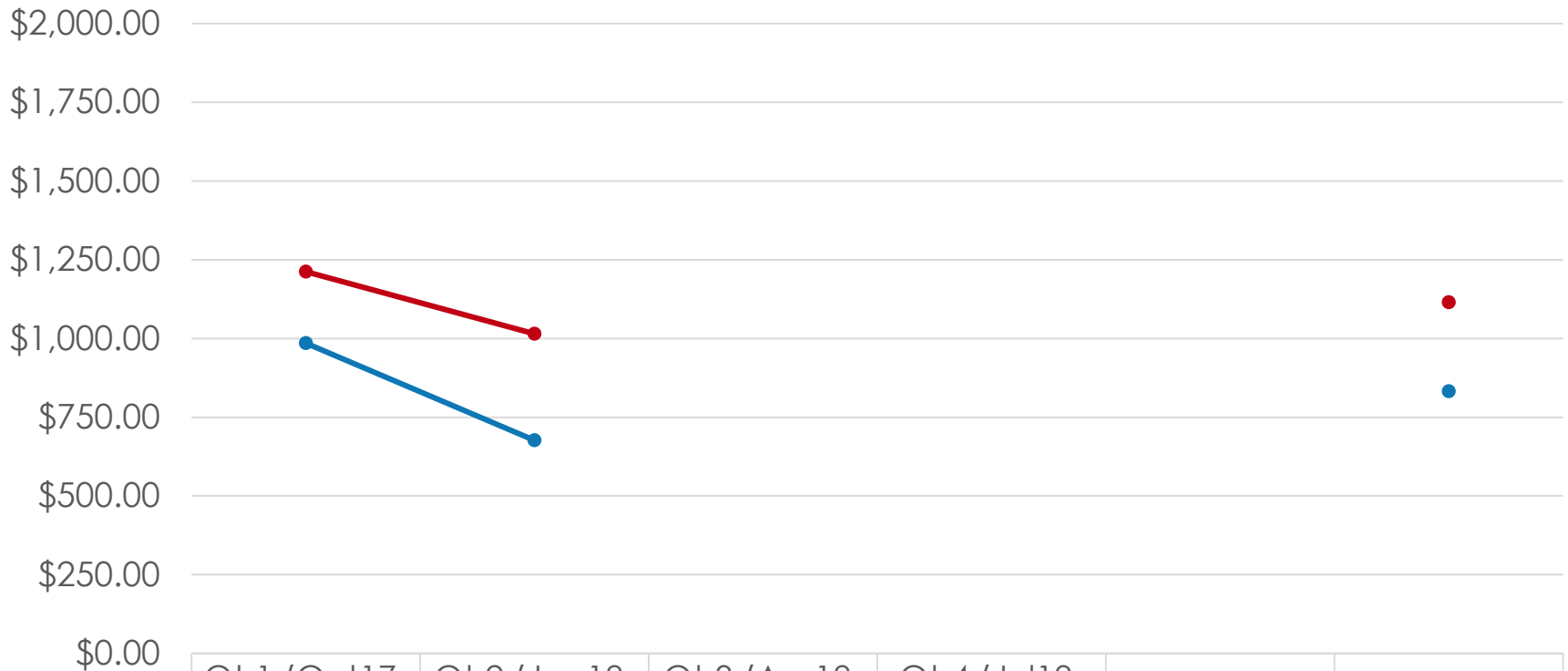
On-Island Per Person – Key Segments

**GVB EXIT SURVEY
Q11A ONISLE EXPENDITURE- PER PERSO**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
ONISLE PP	Mean	\$676.91	\$685.86	\$616.57	\$1,050.00
	Median	\$575	\$575	\$472	\$1,050

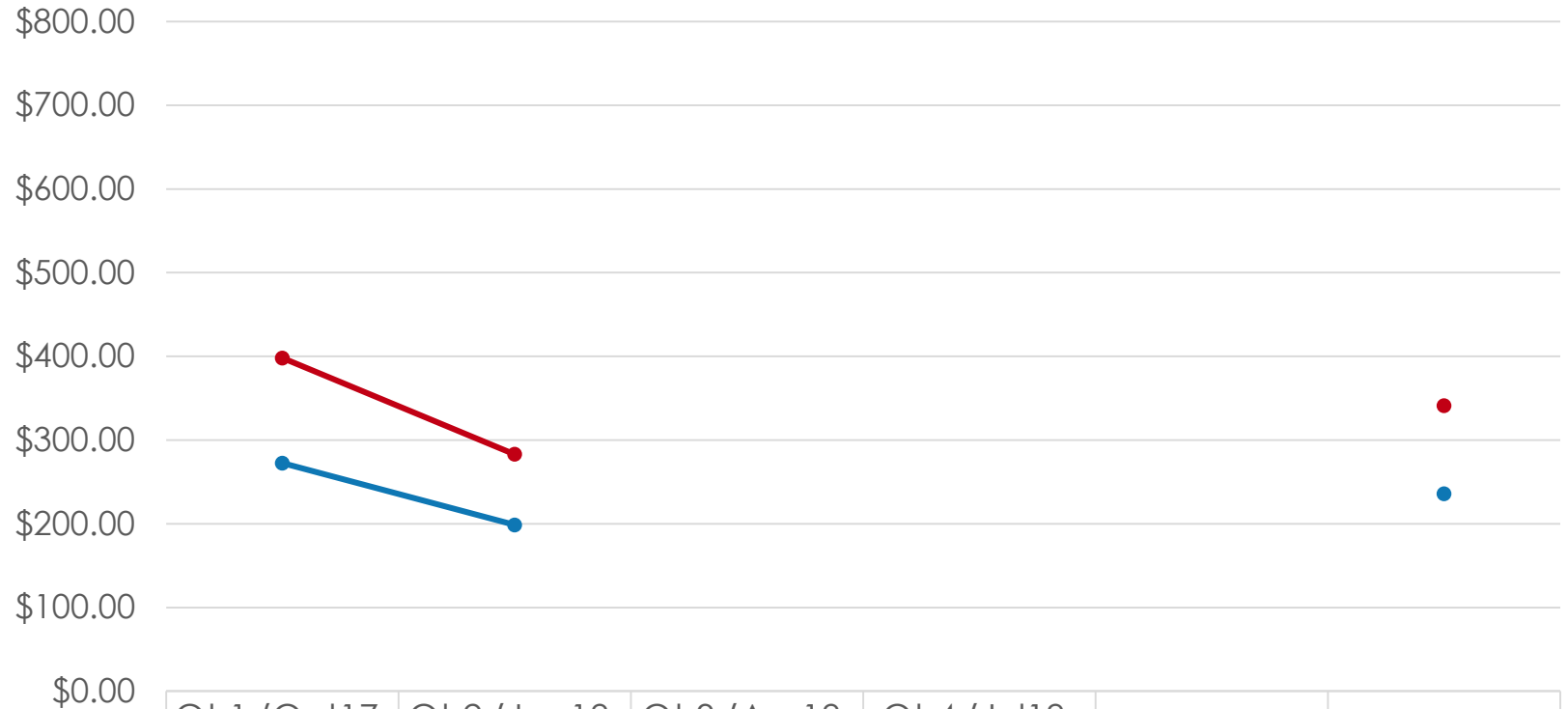
Prepared by Anthology Research

Per Person MEAN expenditures – FY2018 Tracking On-Island/ Prepaid



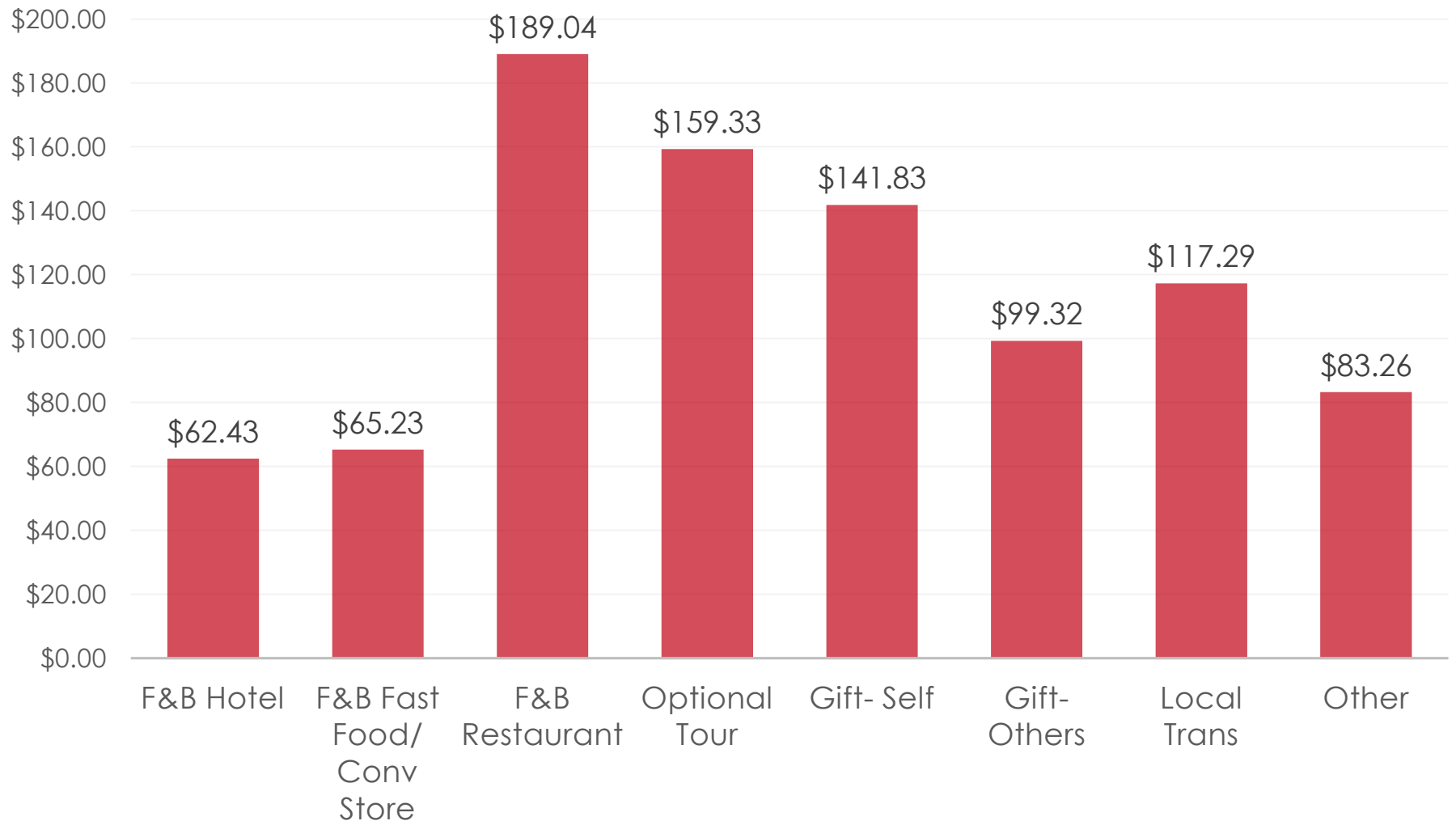
	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)	YTD
On-Island	\$985.82	\$676.91			\$832.84
Prepaid	\$1,212.79	\$1,015.10			\$1,115.37

On-Island Per Day Spending – FY2018 Tracking MEAN



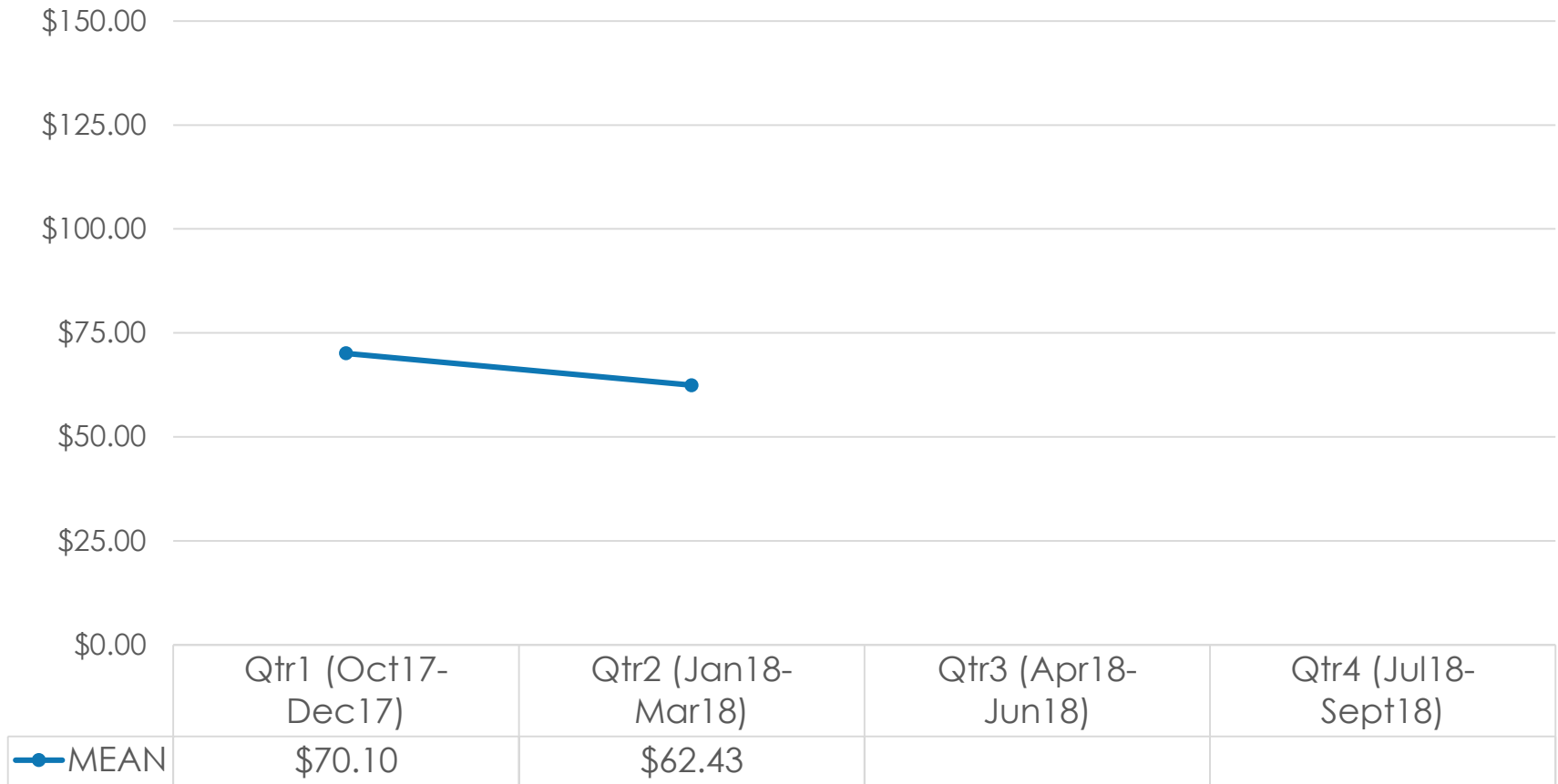
Per Person	\$272.42	\$198.58				\$235.85
Travel Party	\$397.95	\$282.97				\$341.01

On-Island Expenses by Category – MEAN Entire Travel Party



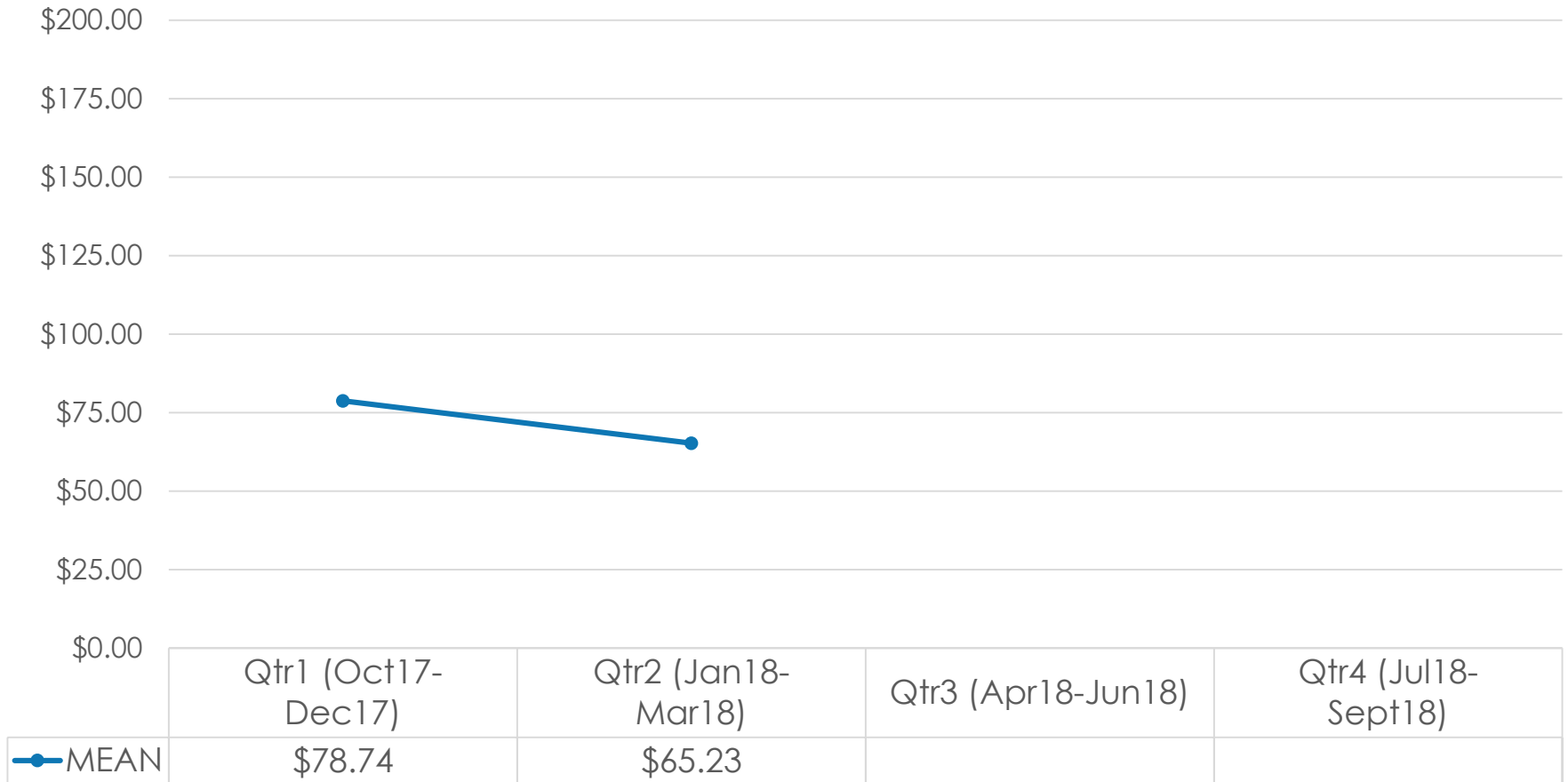
On-Island – FY2018 Tracking

Food & Beverage - Hotel



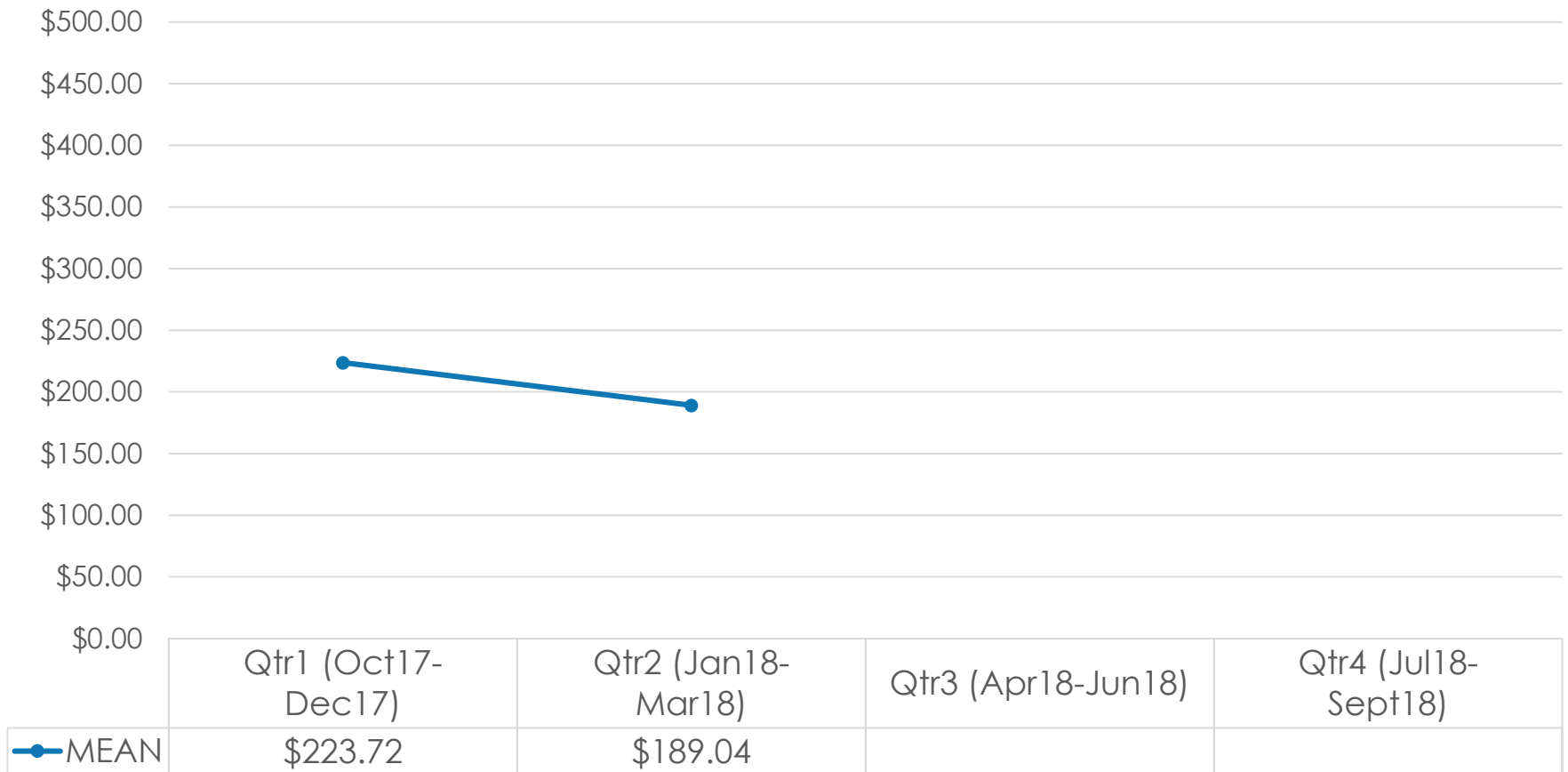
On-Island – FY2018 Tracking

Food & Beverage – Fast Food/ Convenience Store



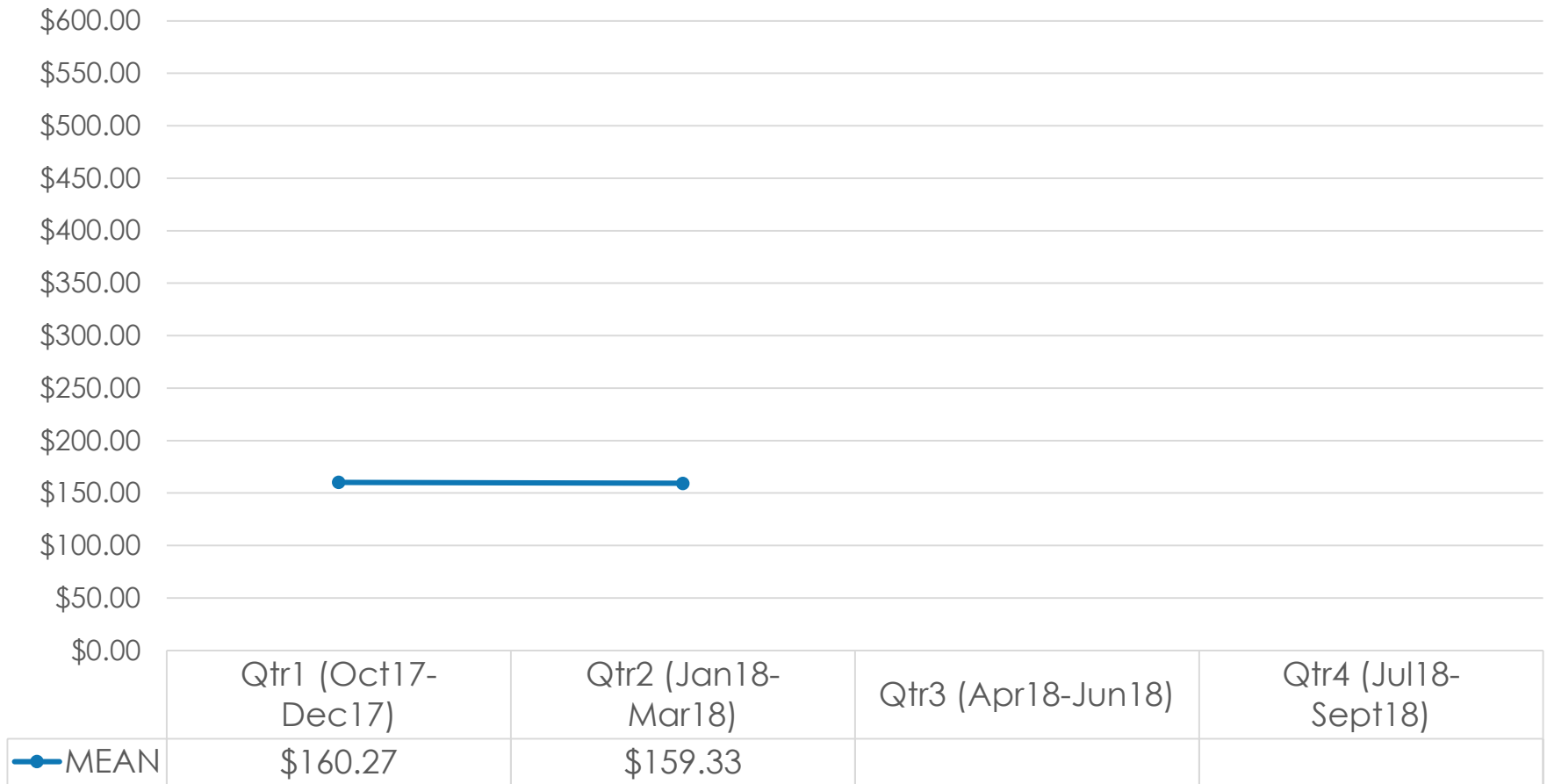
On-Island – FY2018 Tracking

Food & Beverage – Restaurant/ Drinking Est Outside Hotel



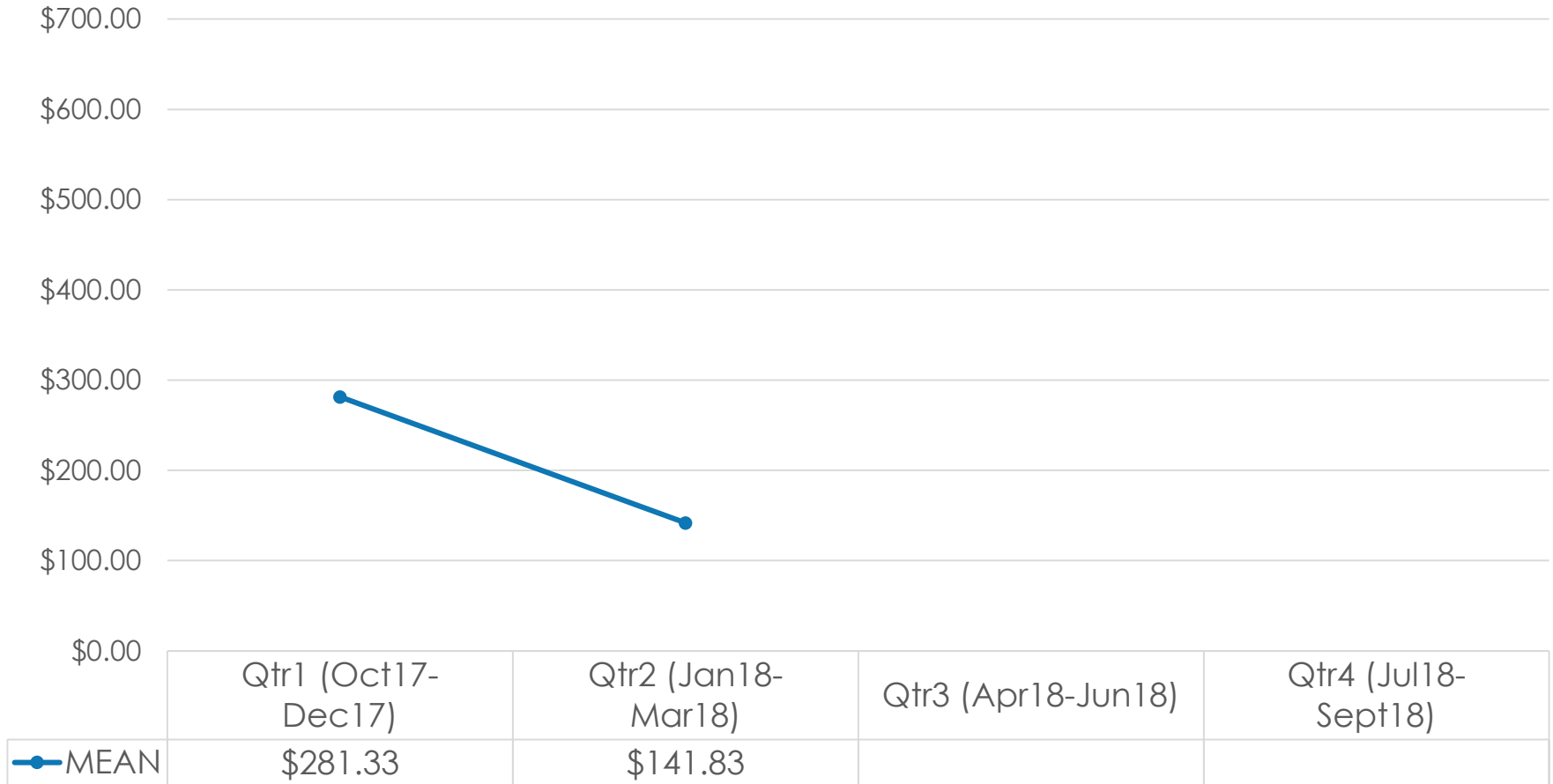
On-Island – FY2018 Tracking

Optional tour/ Activities



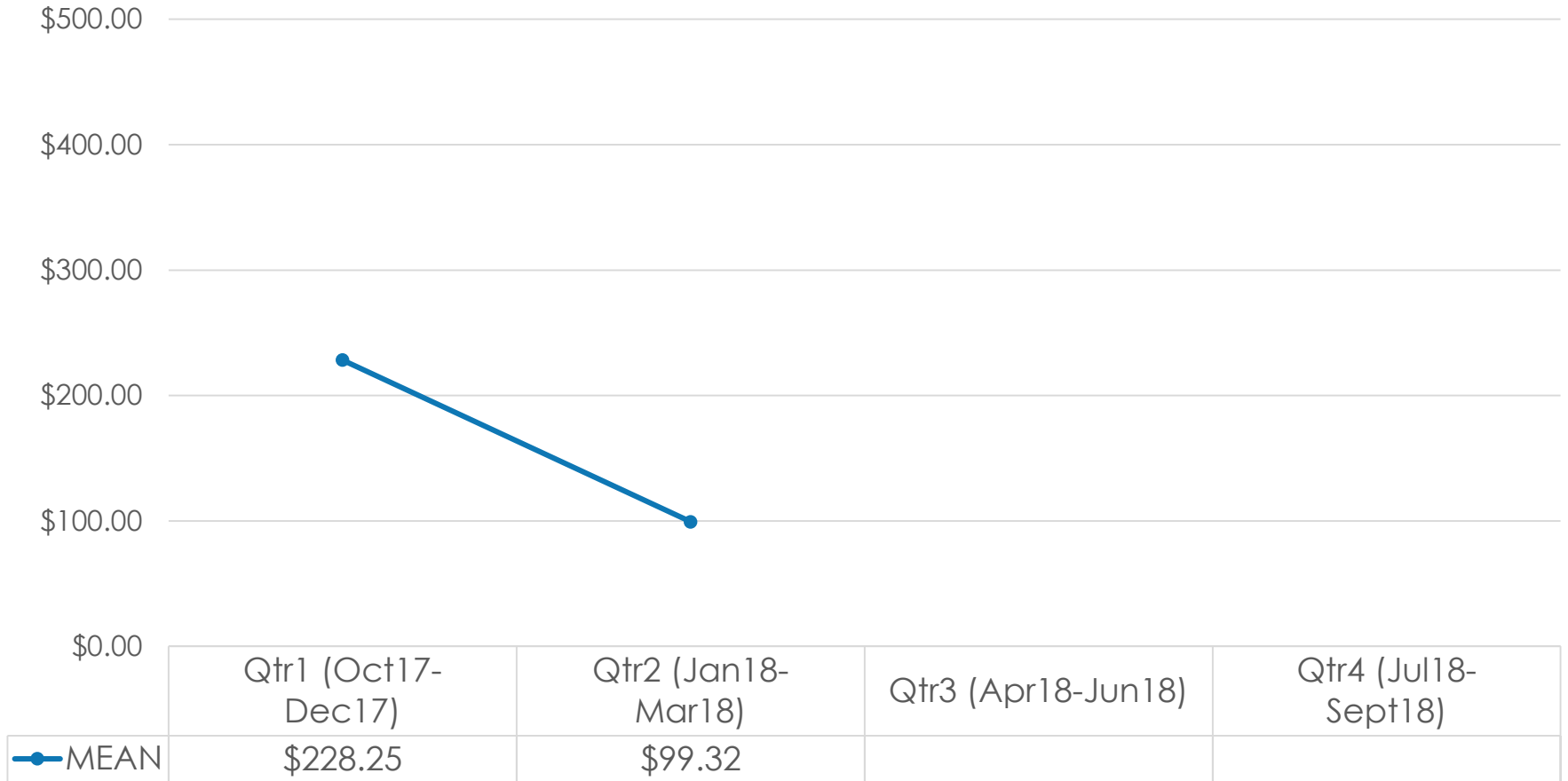
On-Island – FY2018 Tracking

Gift/ Souvenir – Self/ Companion



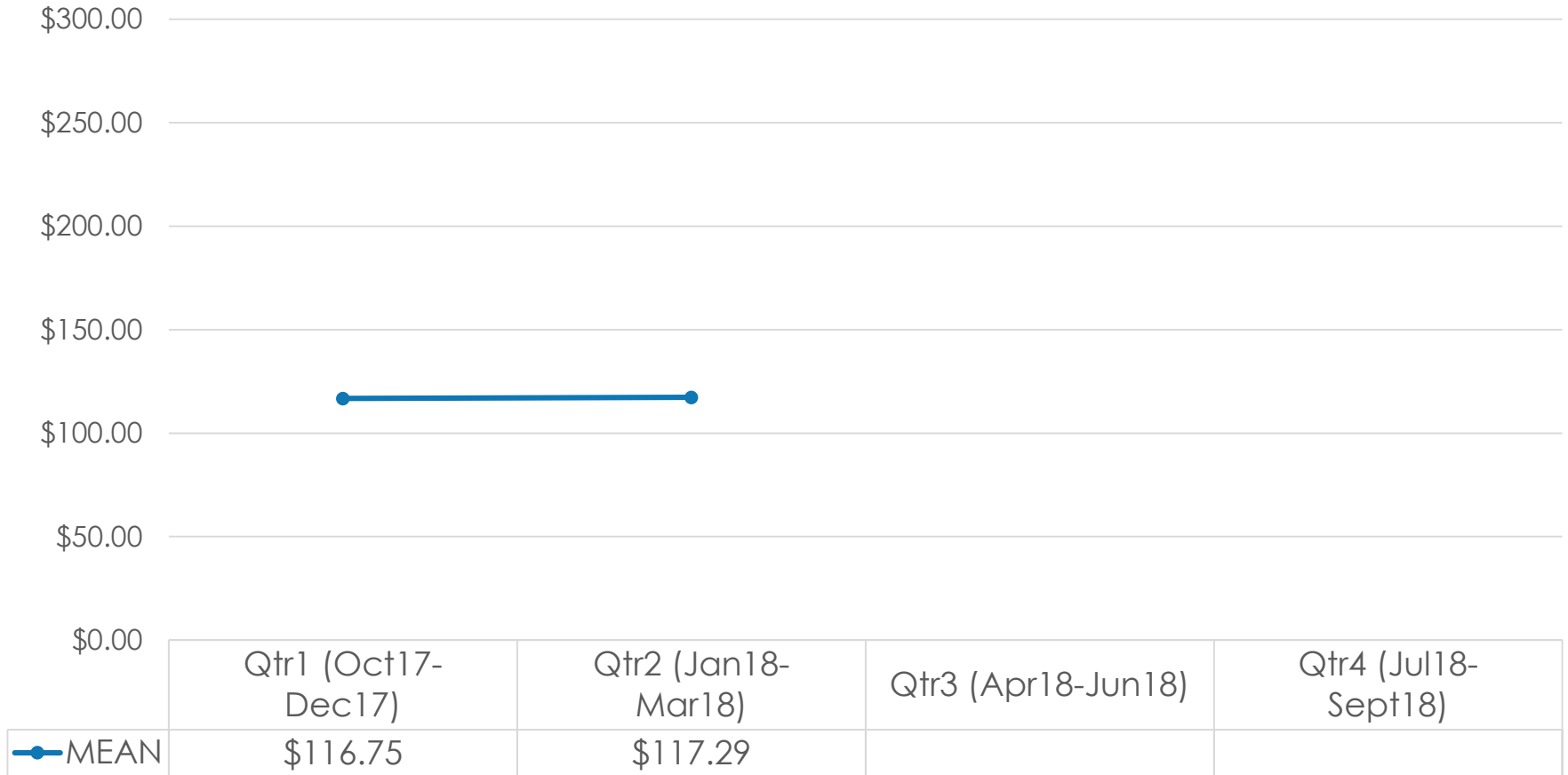
On-Island – FY2018 Tracking

Gift/ Souvenir – Friends/ Family



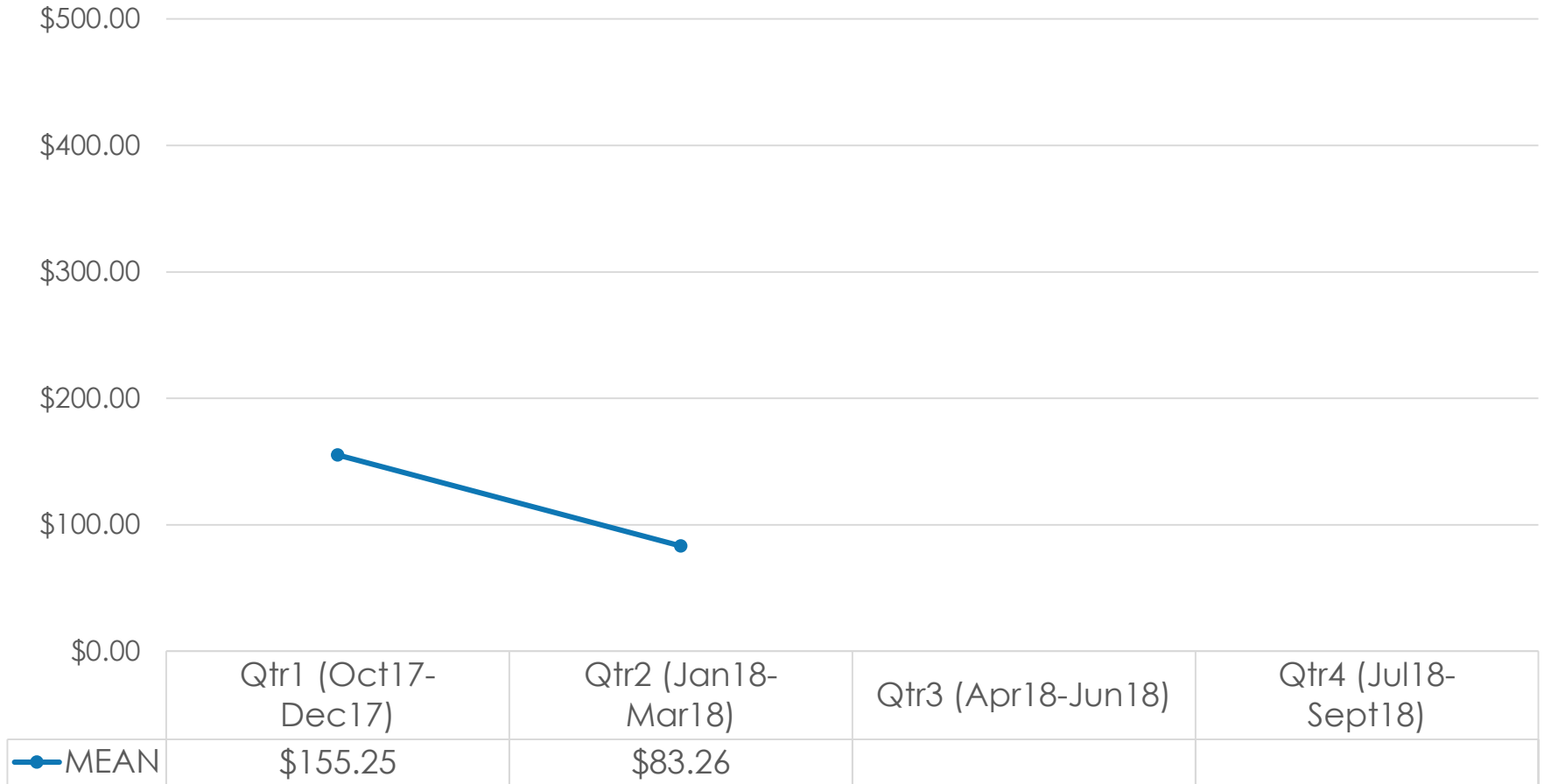
On-Island – FY2018 Tracking

Local Transportation



On-Island – FY2018 Tracking

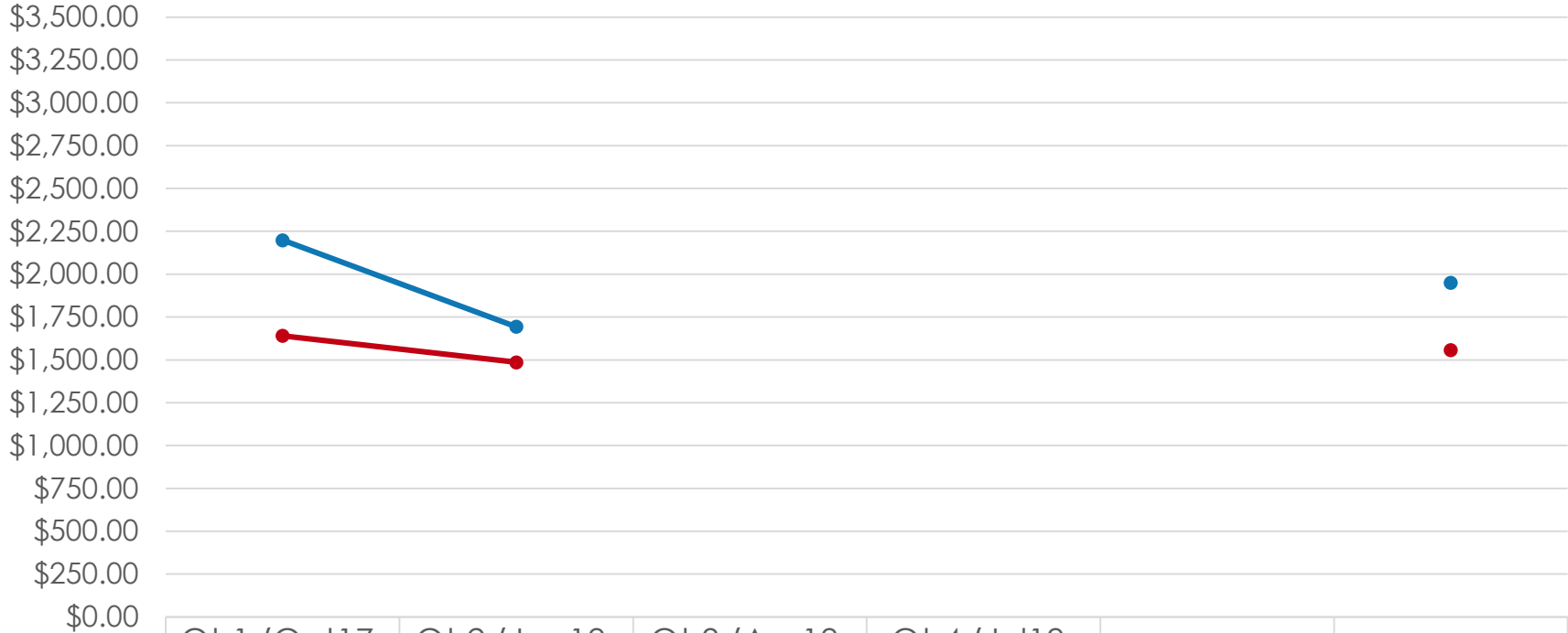
Other Not Included



TOTAL (On-Isle + Prepaid) Expenditures Per Person

- \$1,693.73 = overall mean average prepaid expense by respondent

TOTAL Per Person Expenditures – FY2018 Tracking



MEAN

MEDIAN

	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)		YTD
MEAN	\$2,198.61	\$1,693.73				\$1,949.79
MEDIAN	\$1,641.00	\$1,486.00				\$1,558.00

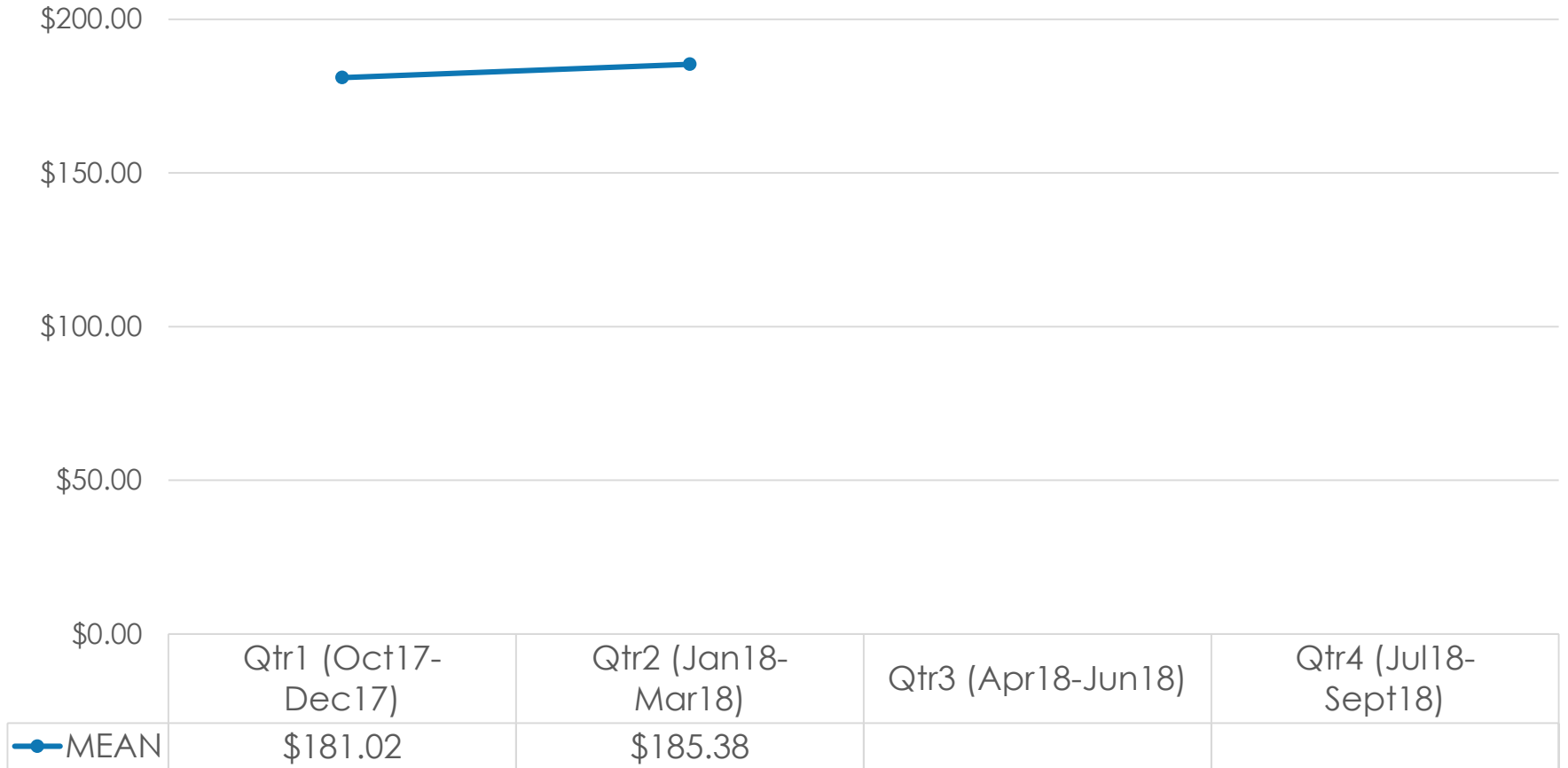
TOTAL Per Person Expenditures – Key Segments

**GVB EXIT SURVEY
TOTAL PER PERSON SPENDING**

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
TOTAL PP	Mean	\$1,693.73	\$1,665.98	\$1,690.92	\$2,328.77
	Median	\$1,486	\$1,479	\$1,512	\$2,329

Prepared by Anthology Research

GUAM AIRPORT EXPENDITURE – FY2018 Tracking

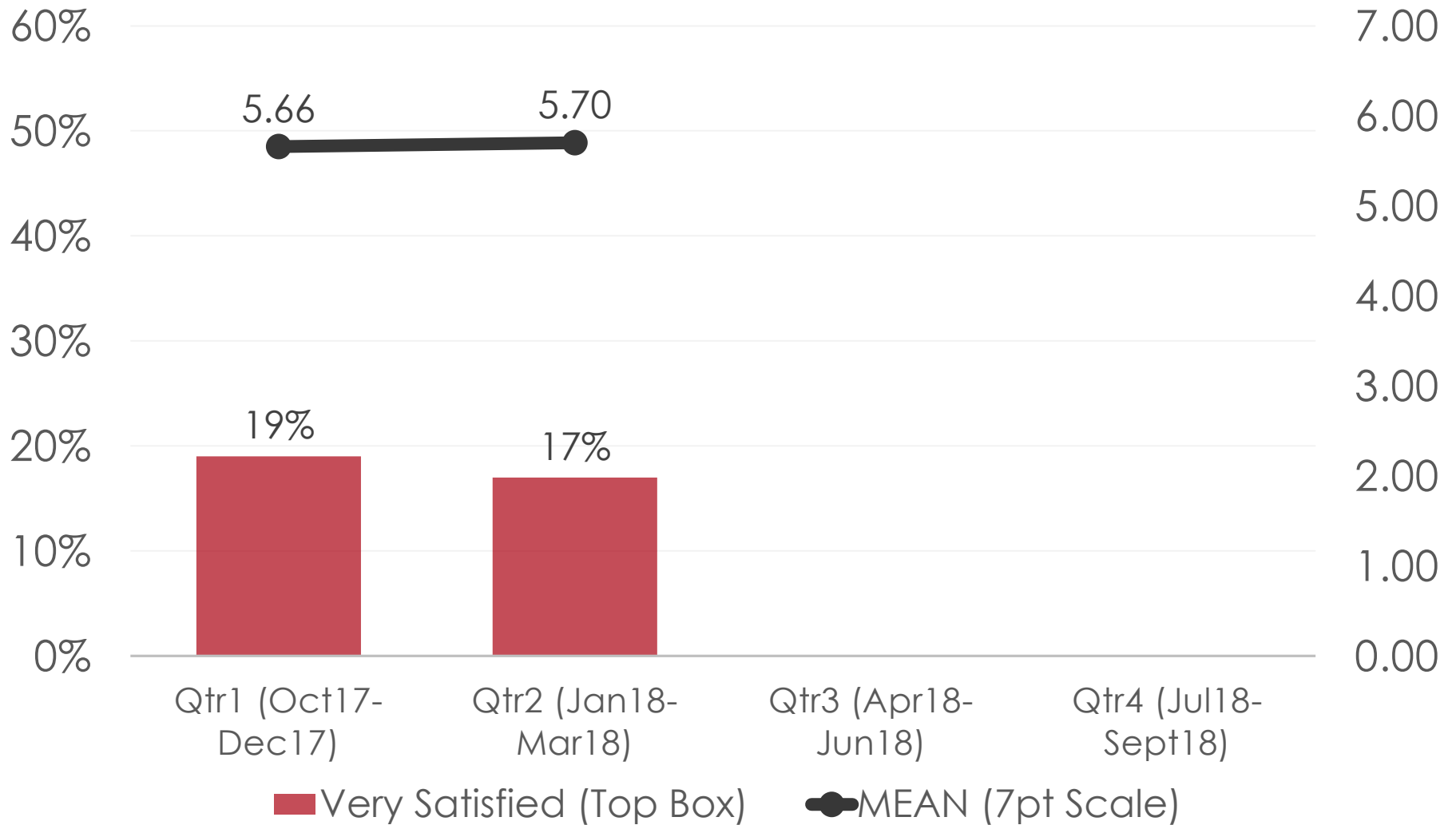


SECTION 4

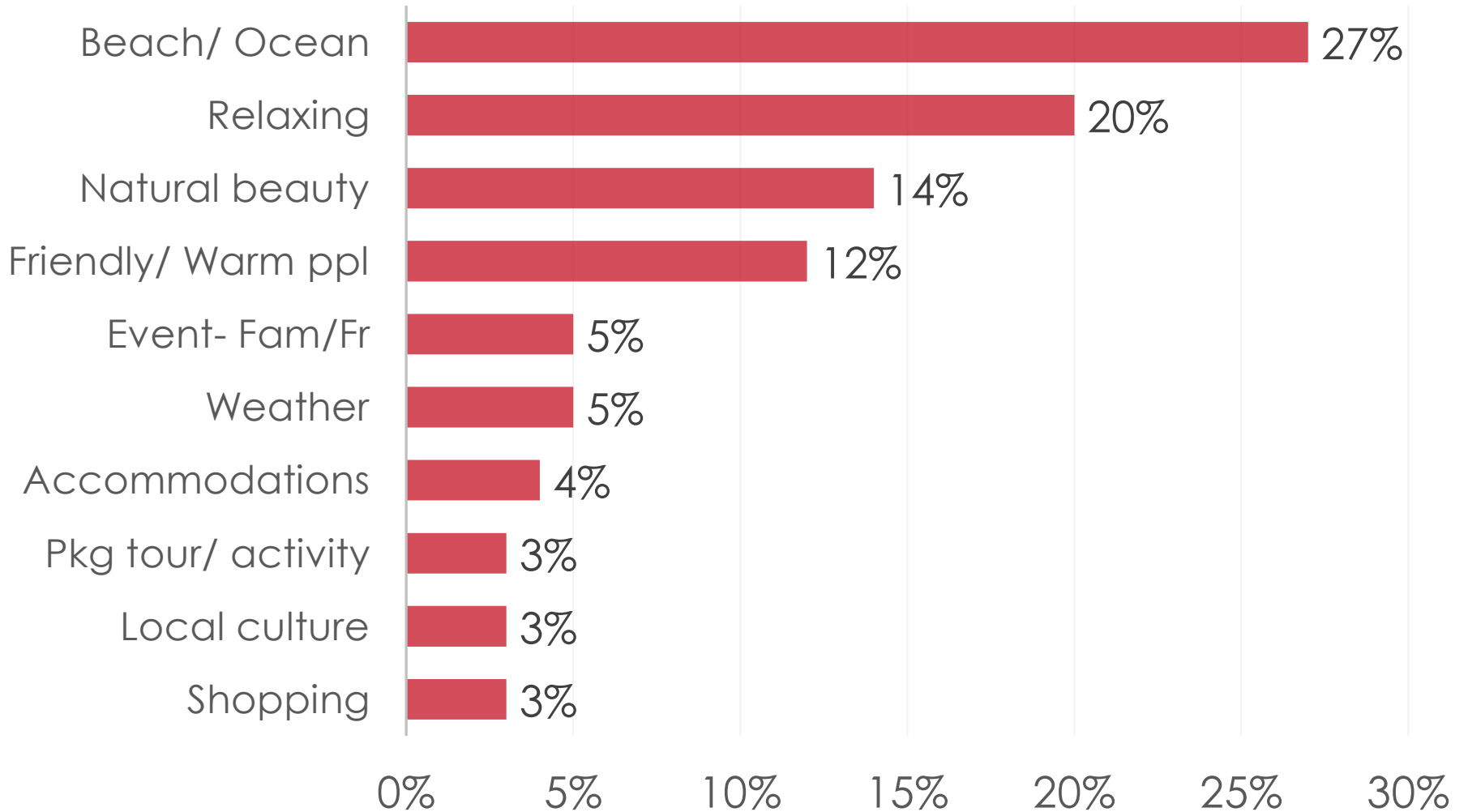
VISITOR SATISFACTION

BEHAVIOR

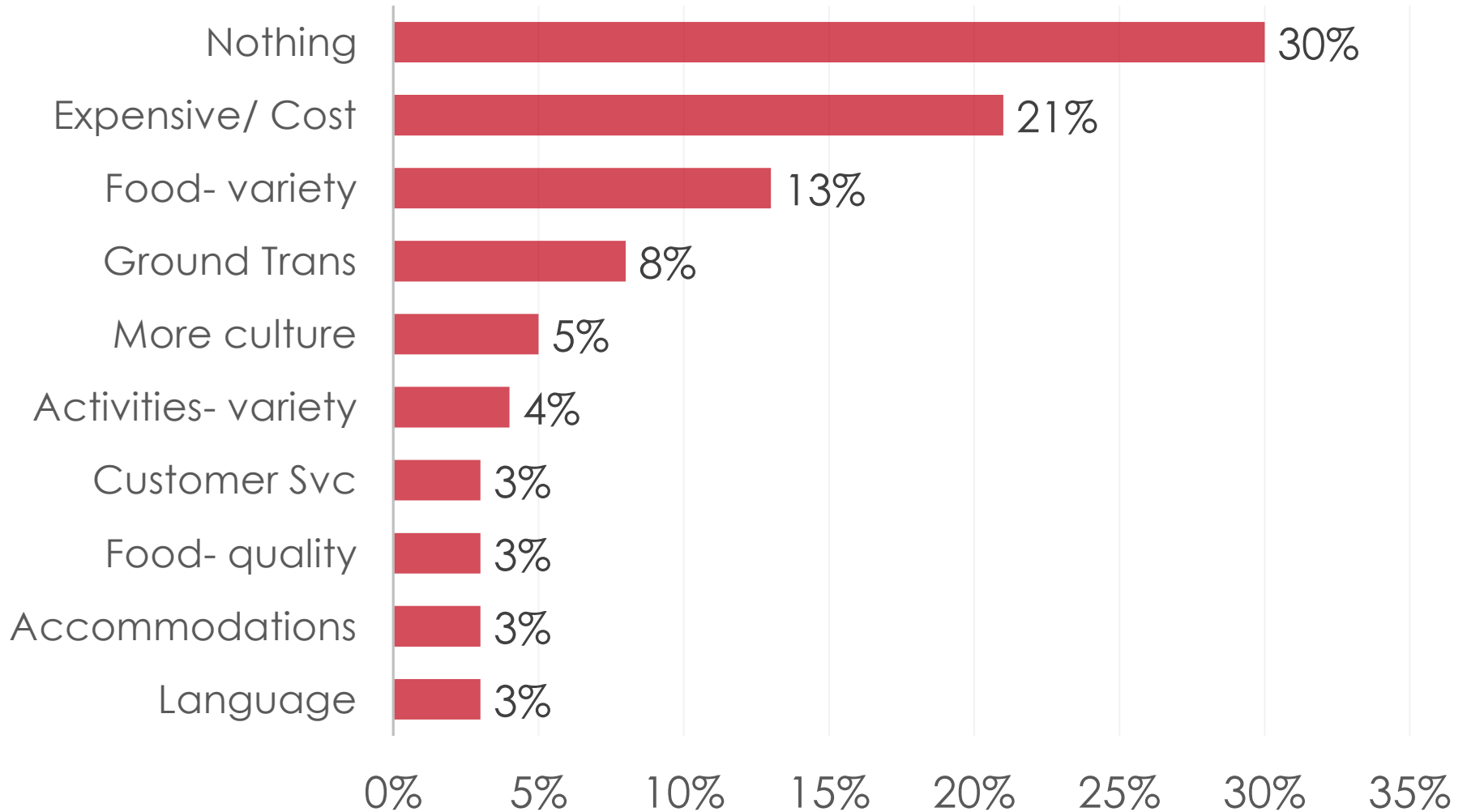
OVERALL SATISFACTION



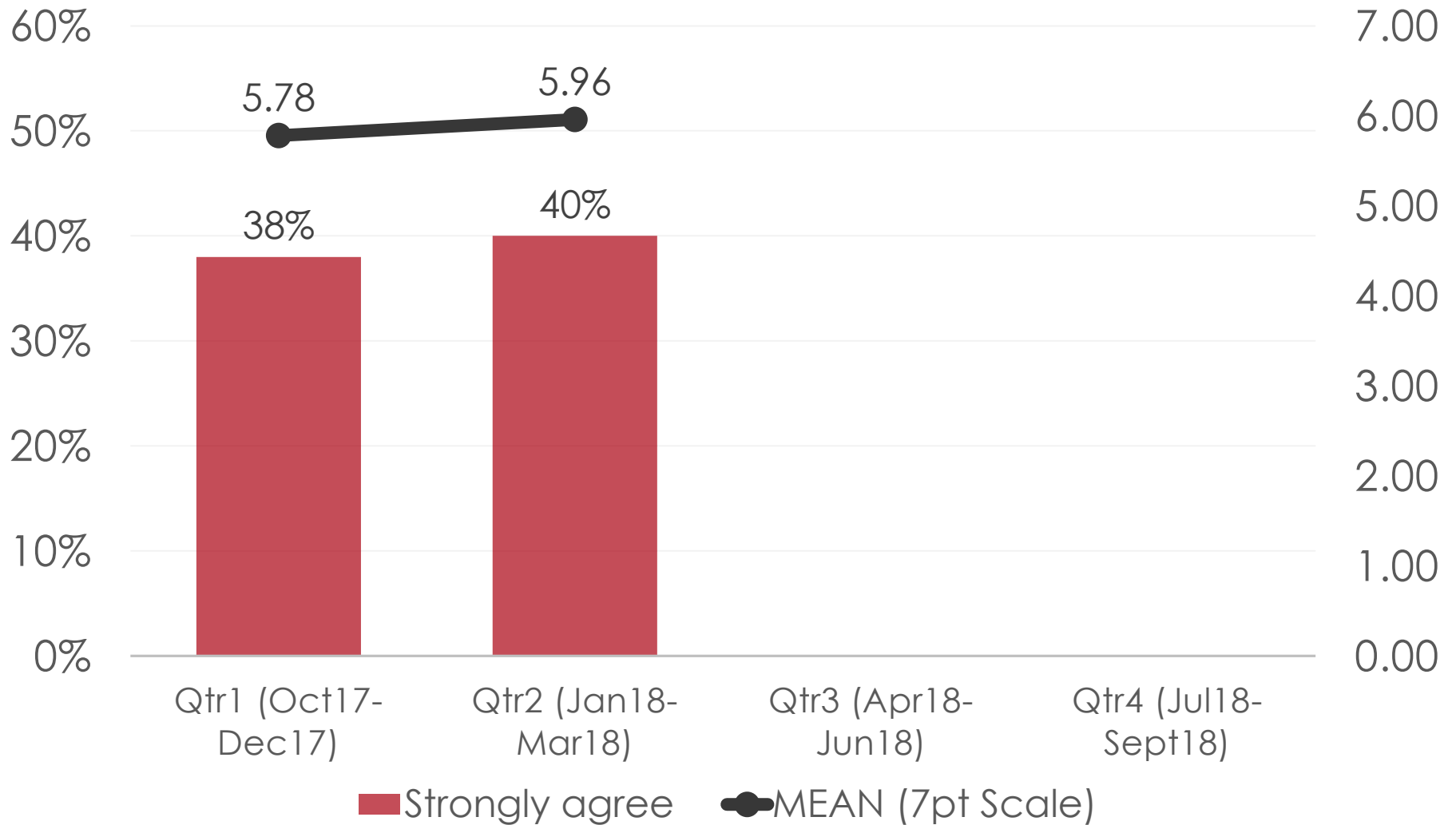
Positive Aspect of Trip



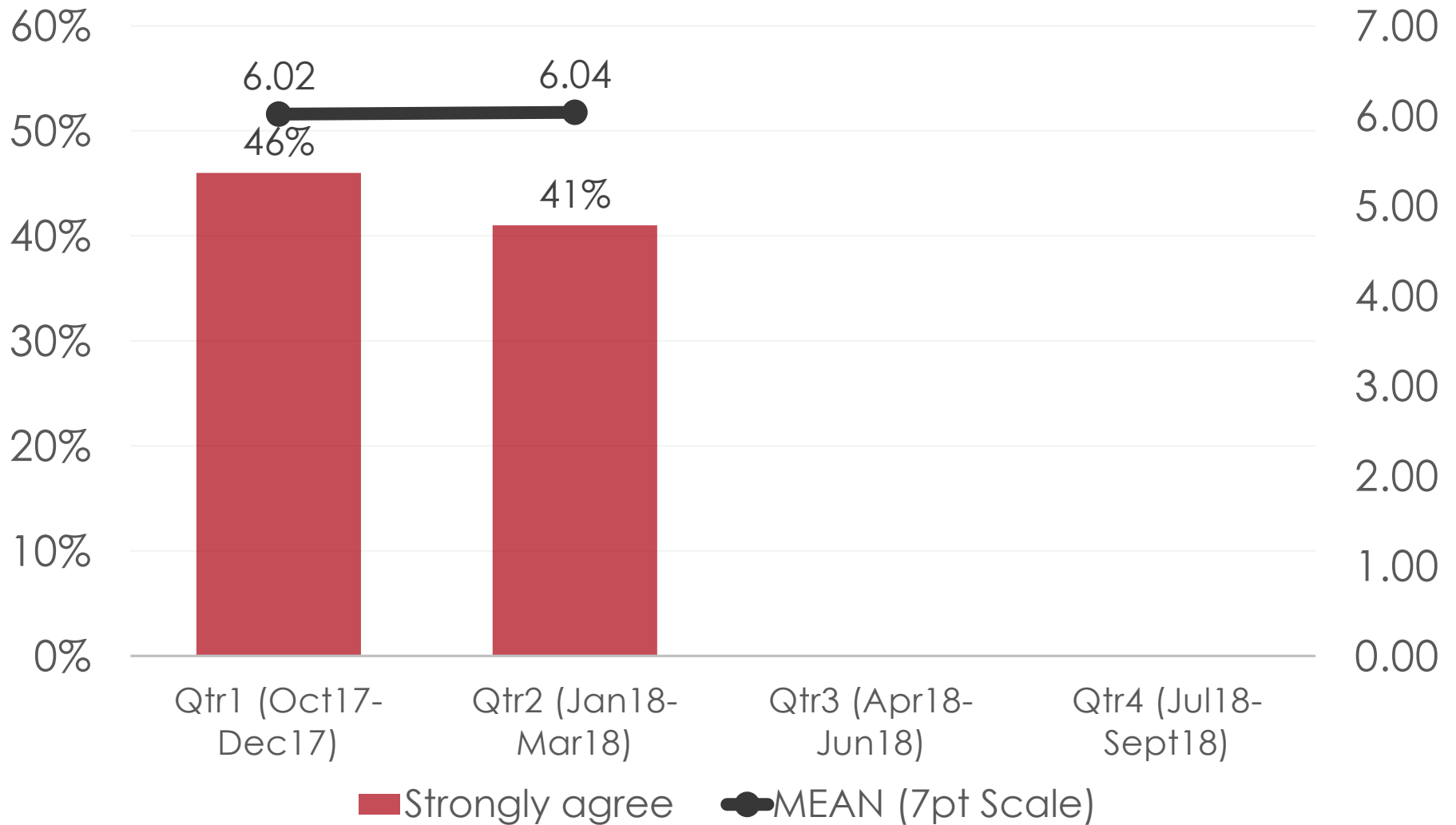
Negative Aspect of Trip



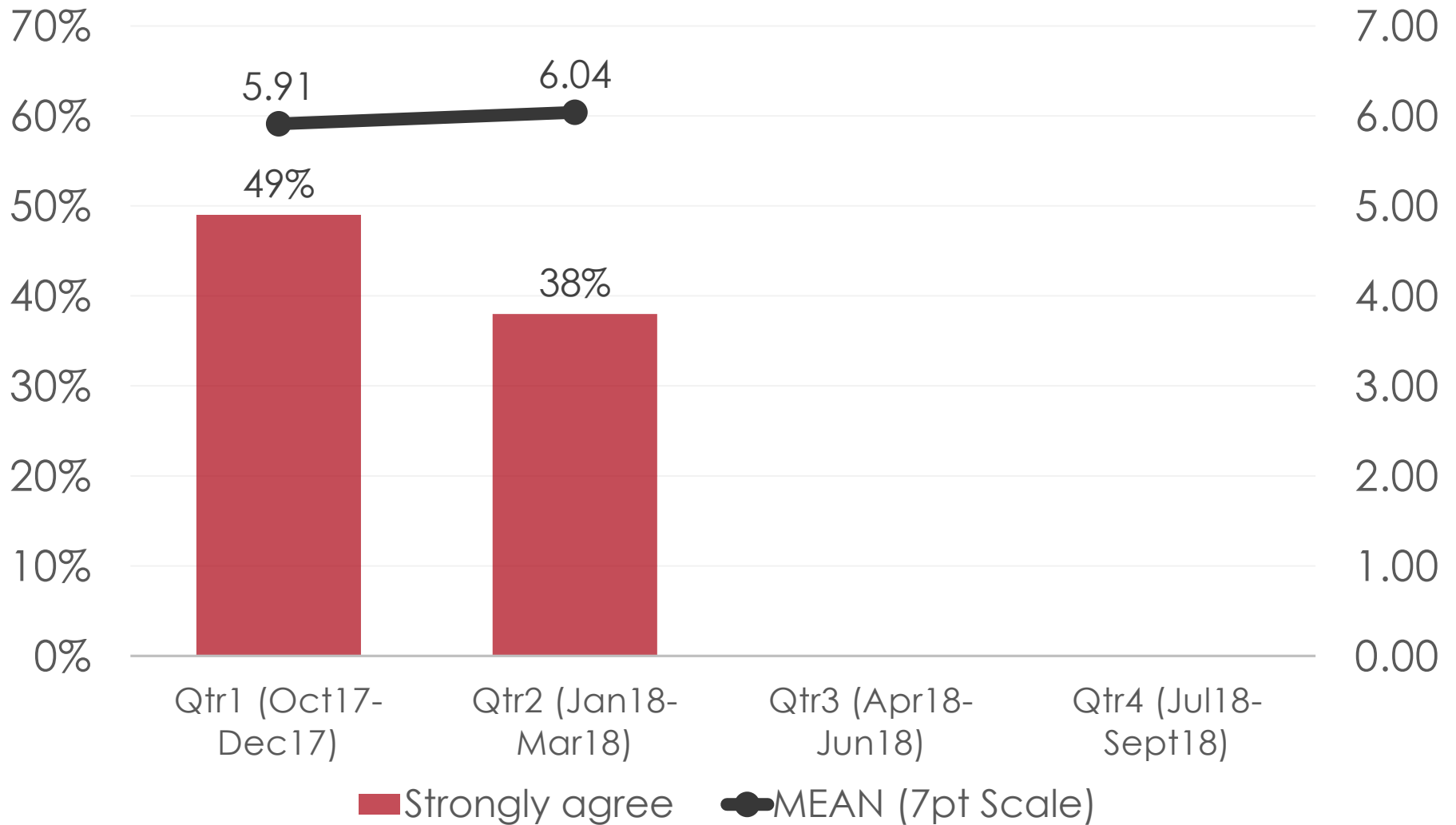
Guam was better than expected



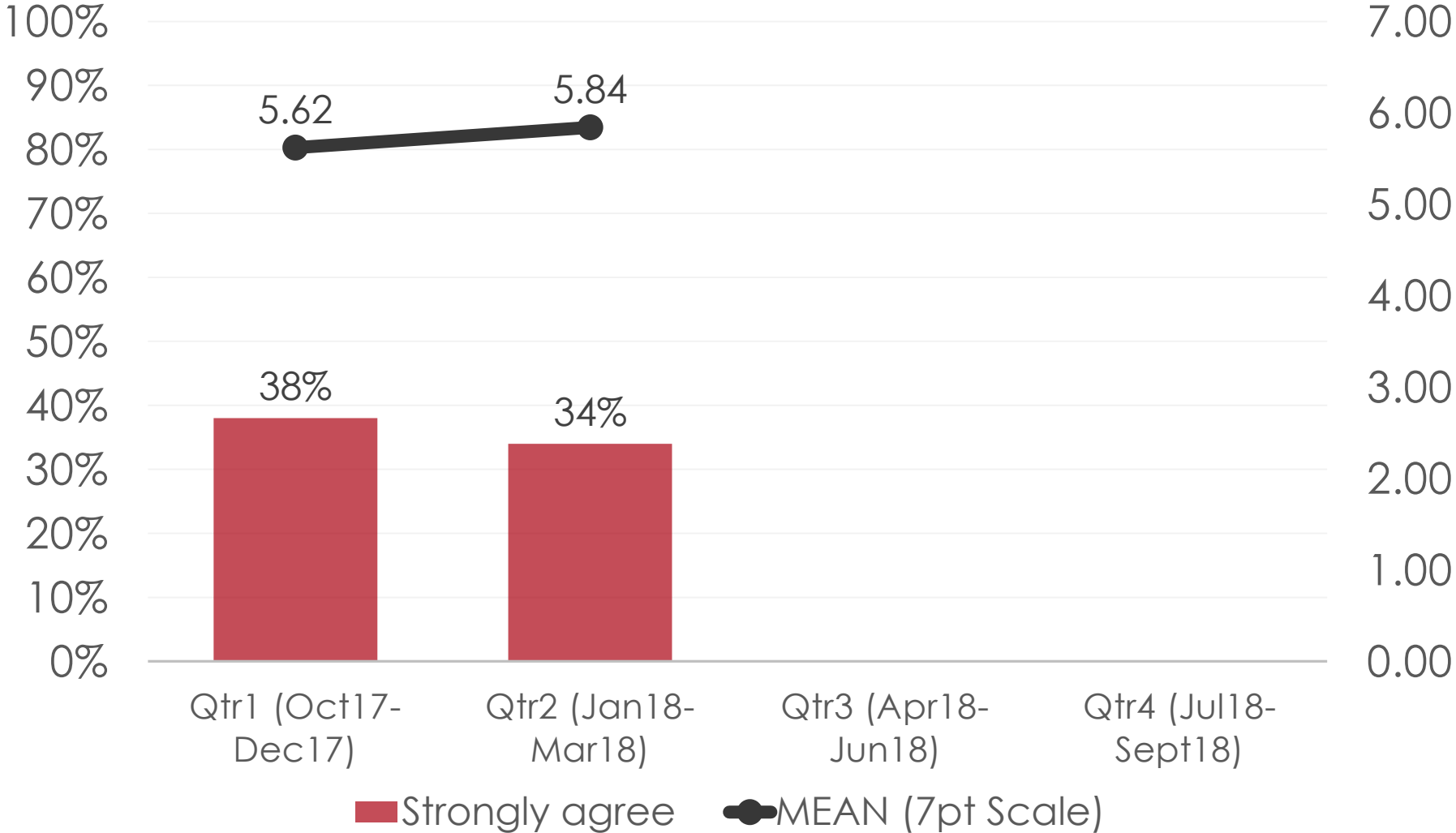
I had no communication problems



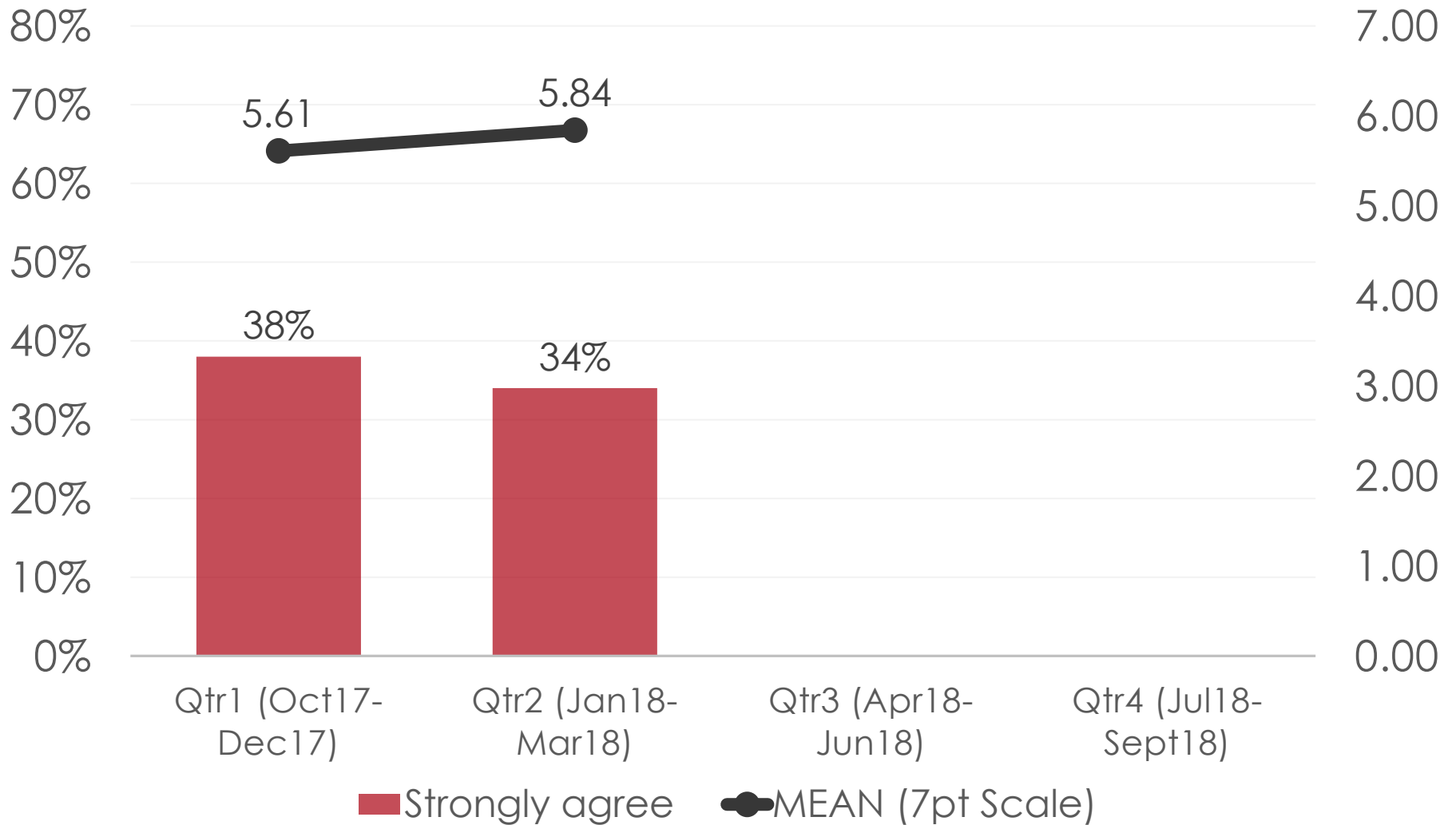
I will recommend Guam to friends



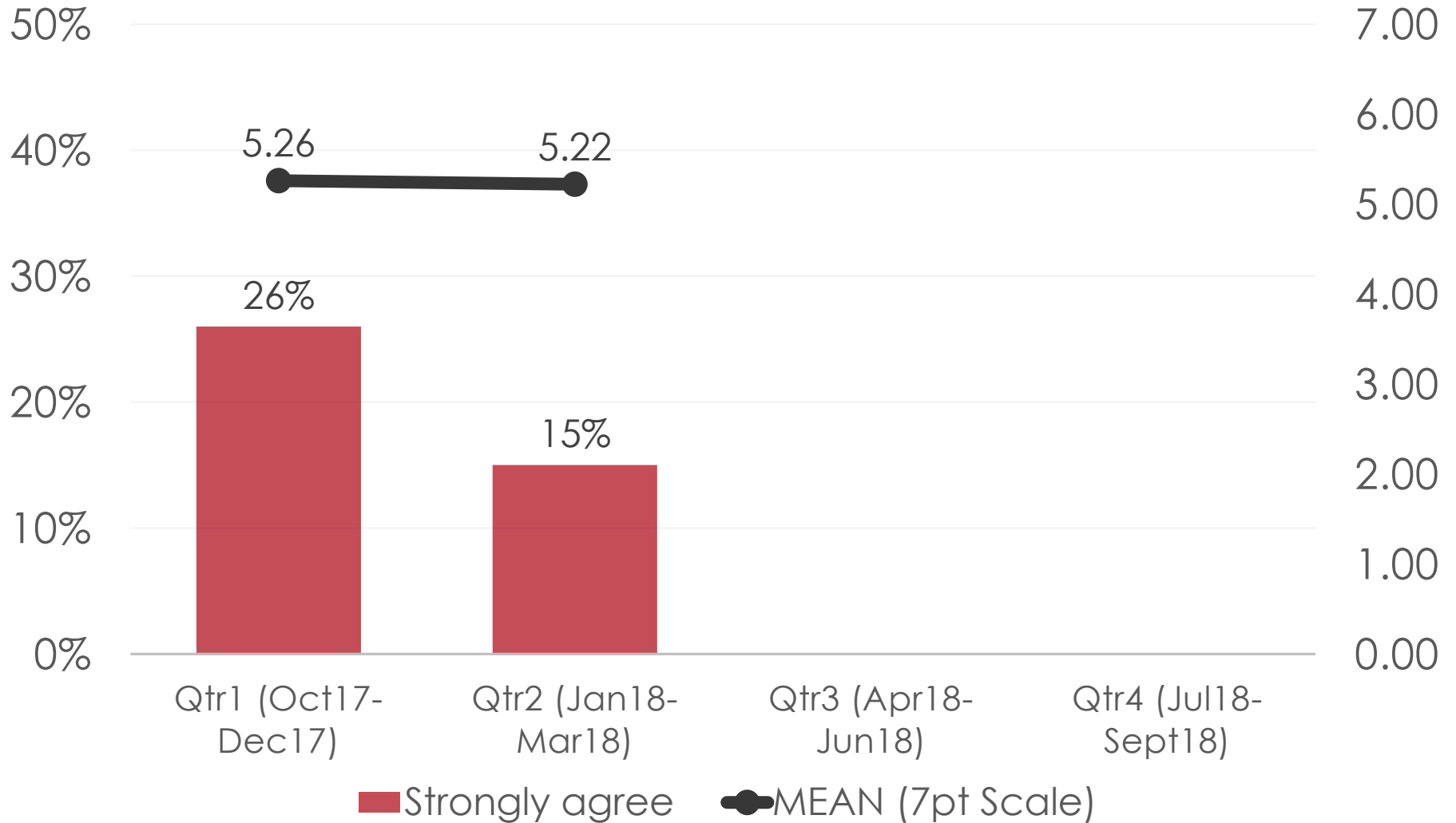
Sites on Guam were attractive



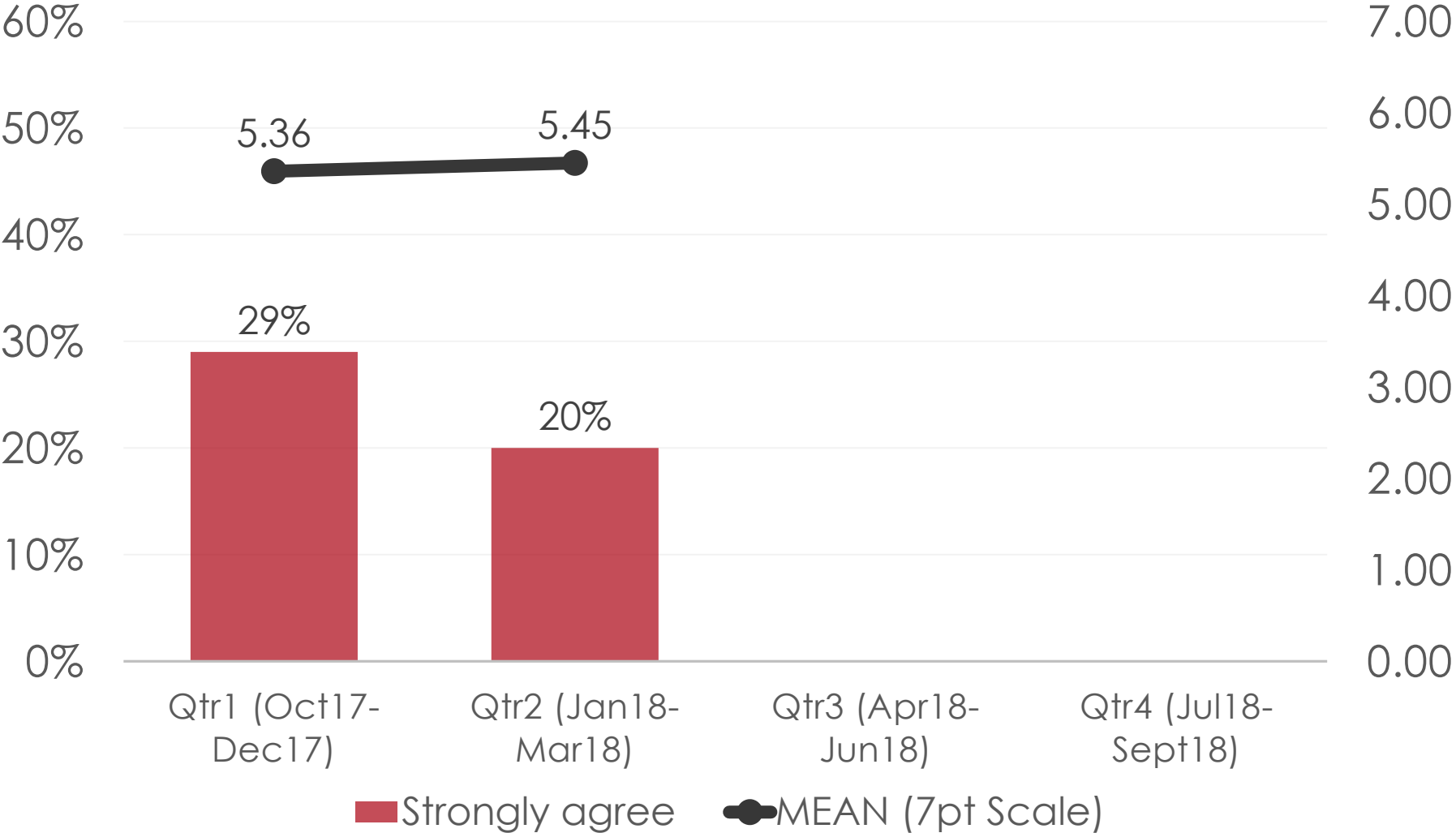
I plan to visit Guam again



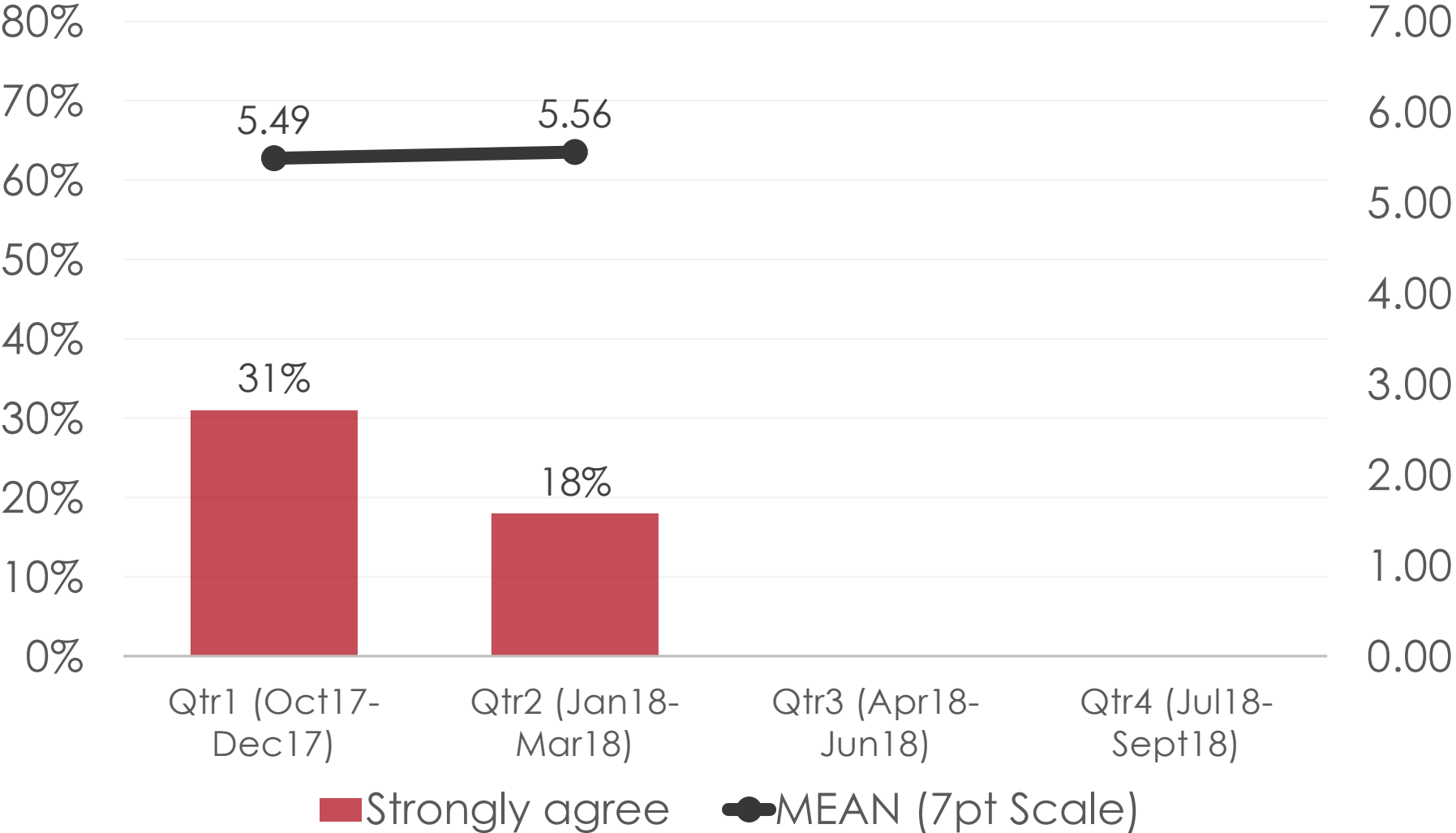
Not enough night time activities



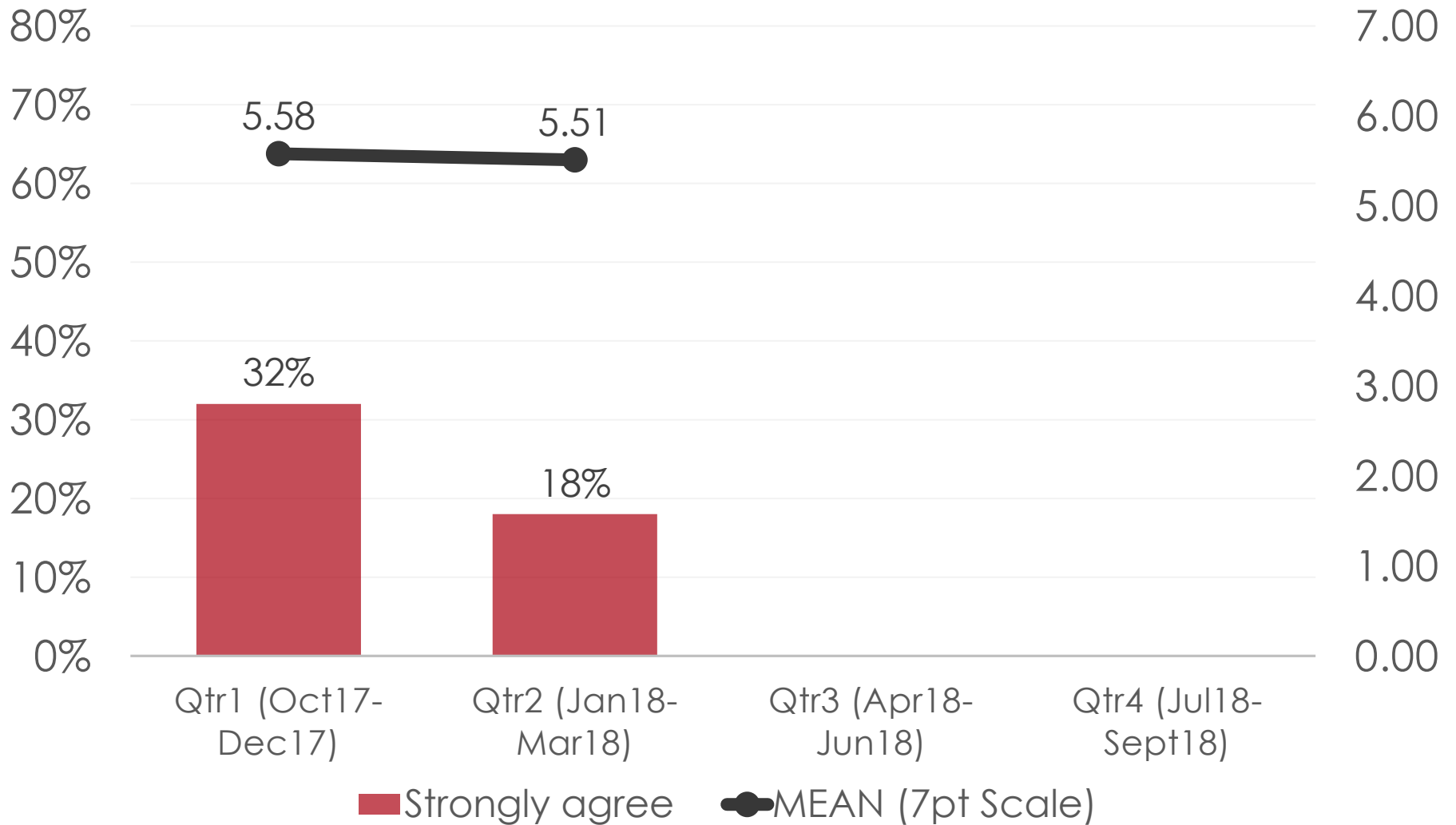
Tour guides were professional



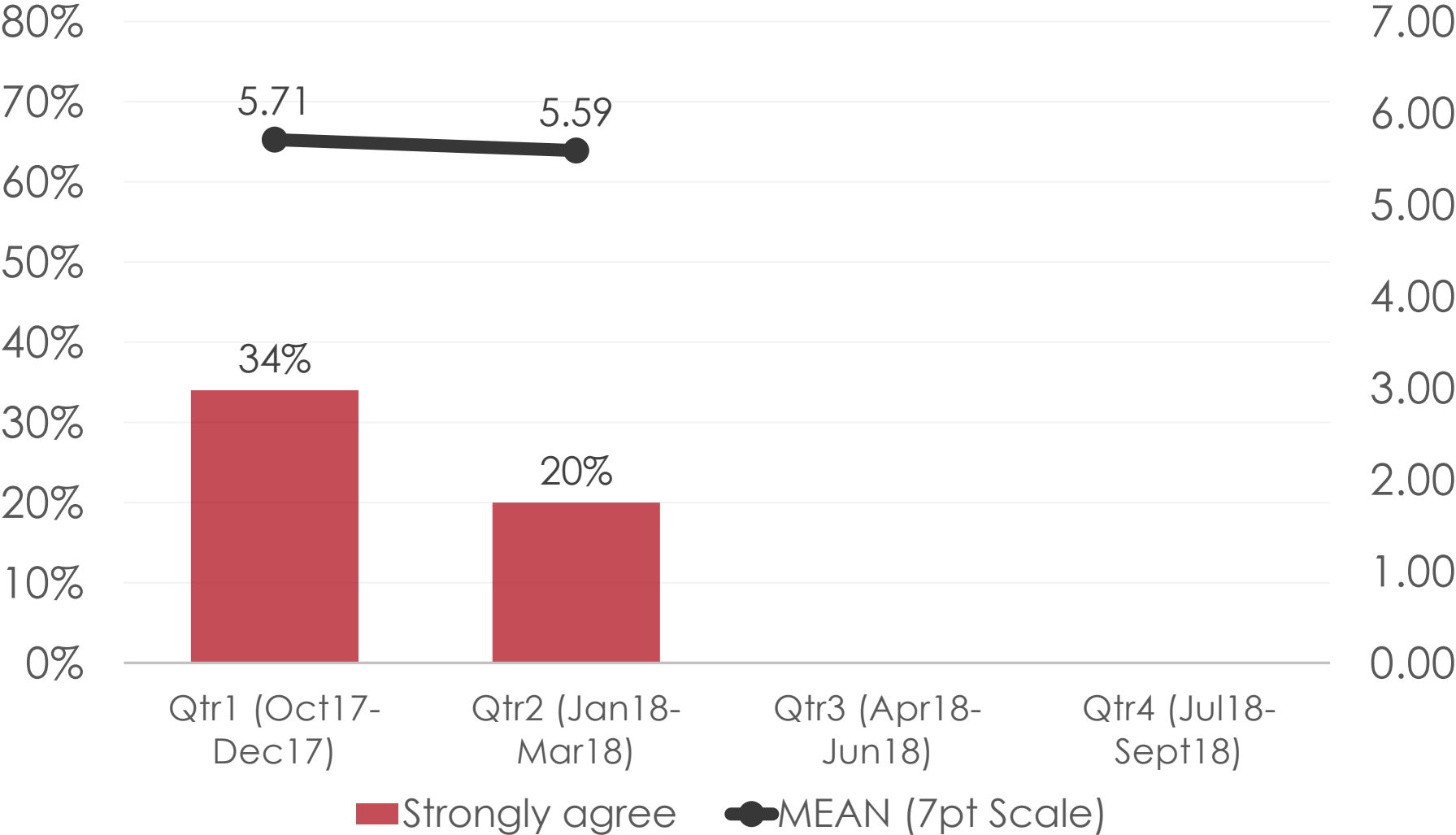
Tour drivers were professional



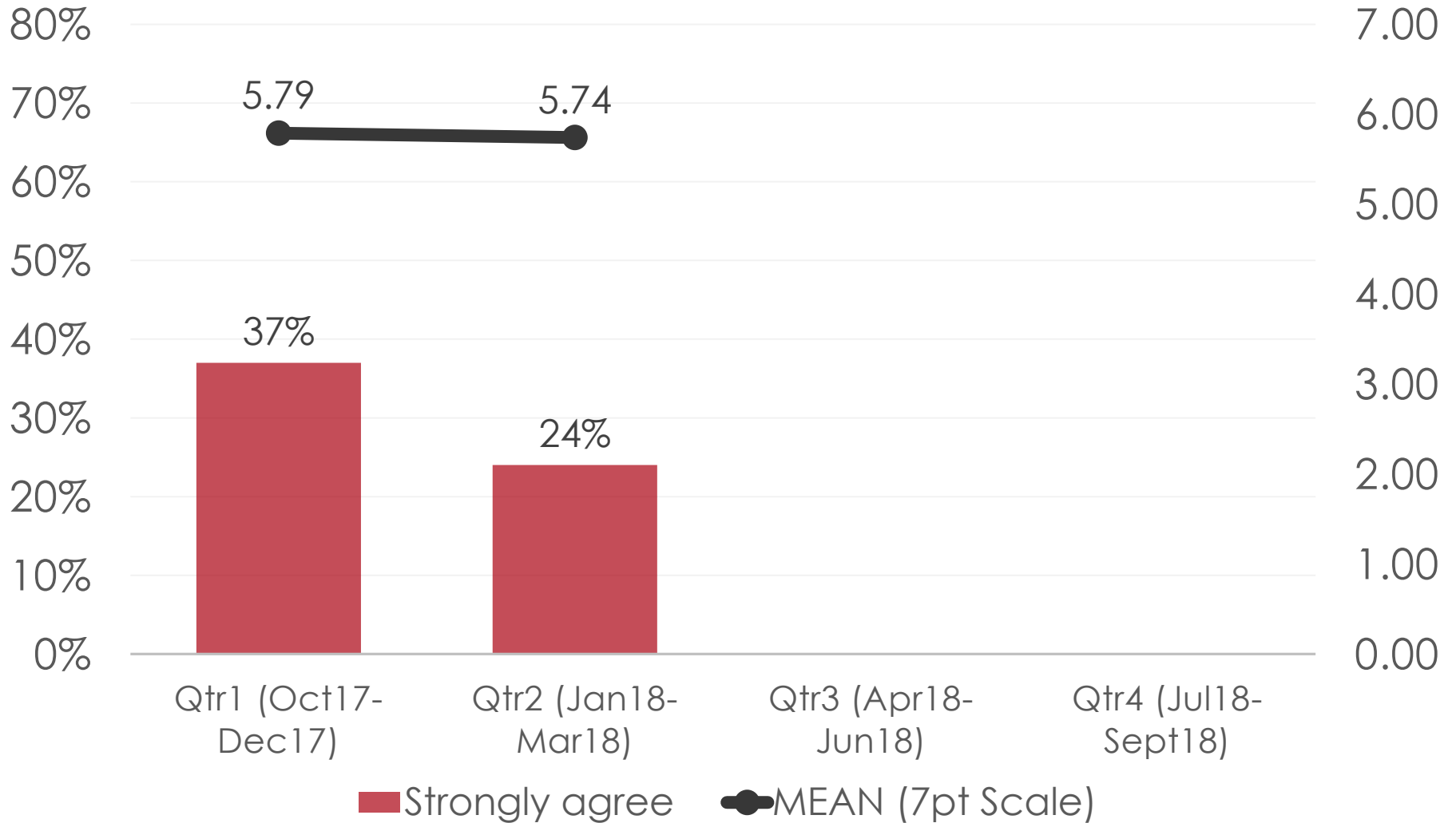
Taxi drivers were professional



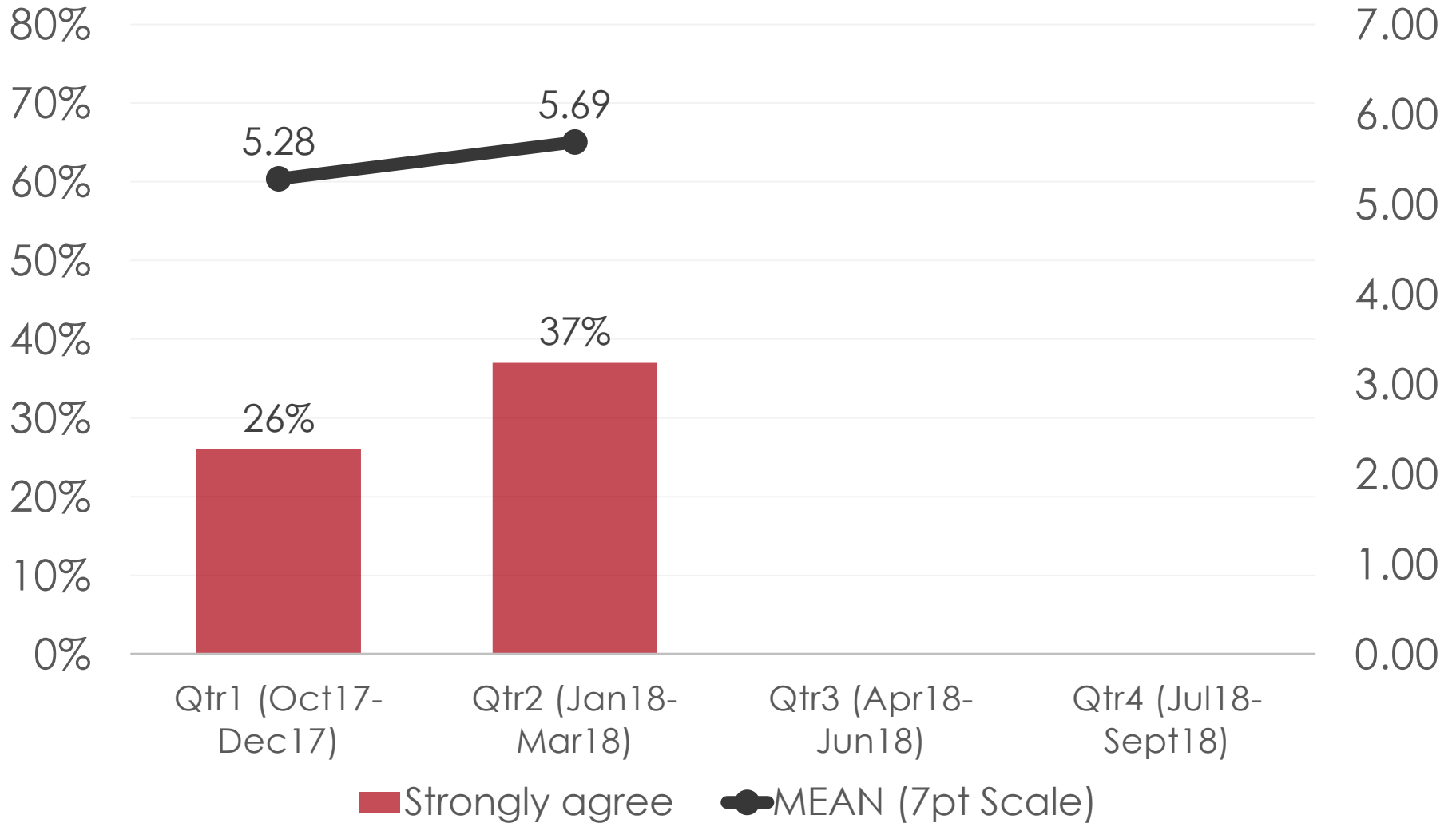
Taxis were clean



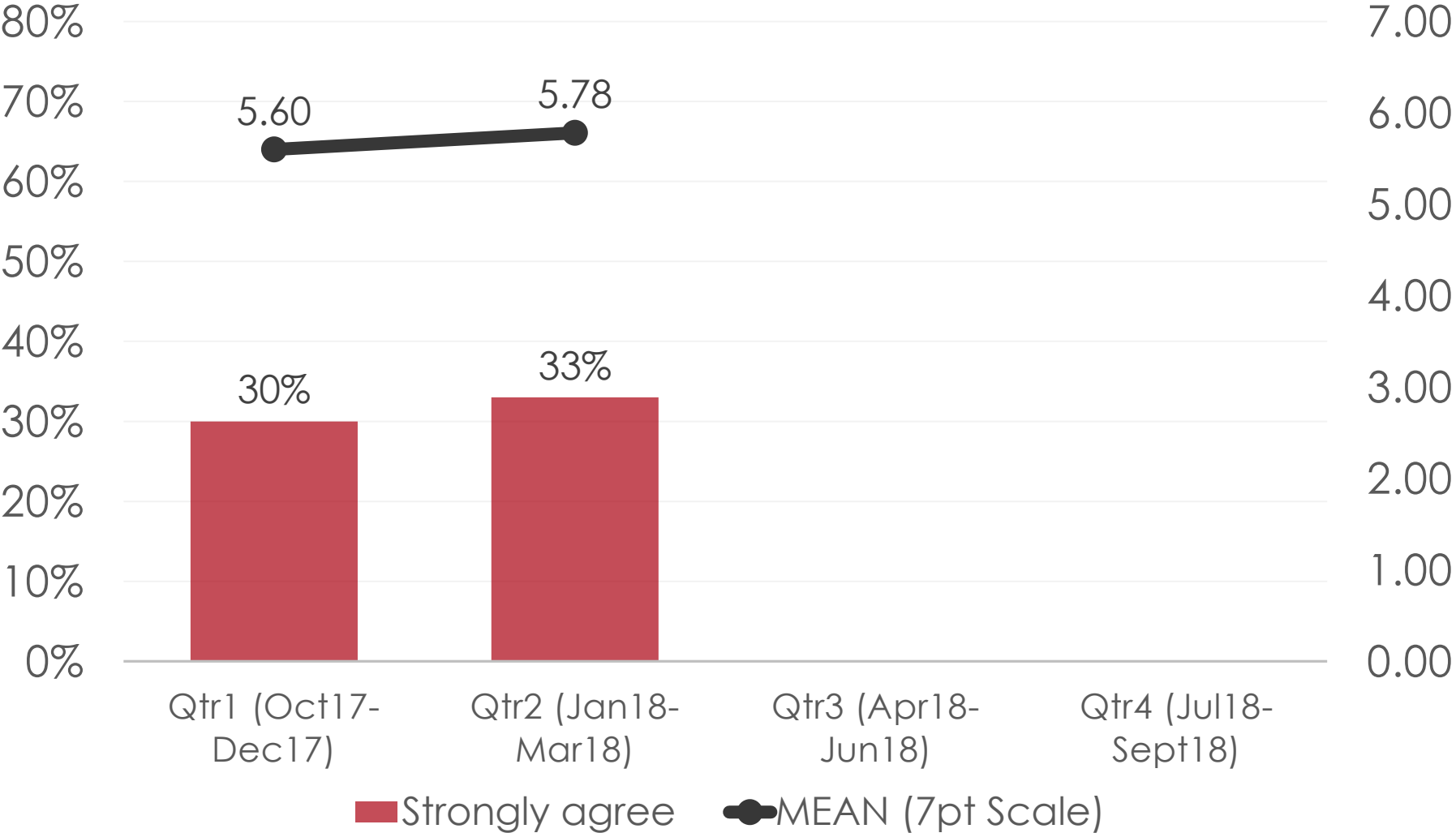
Guam airport was clean



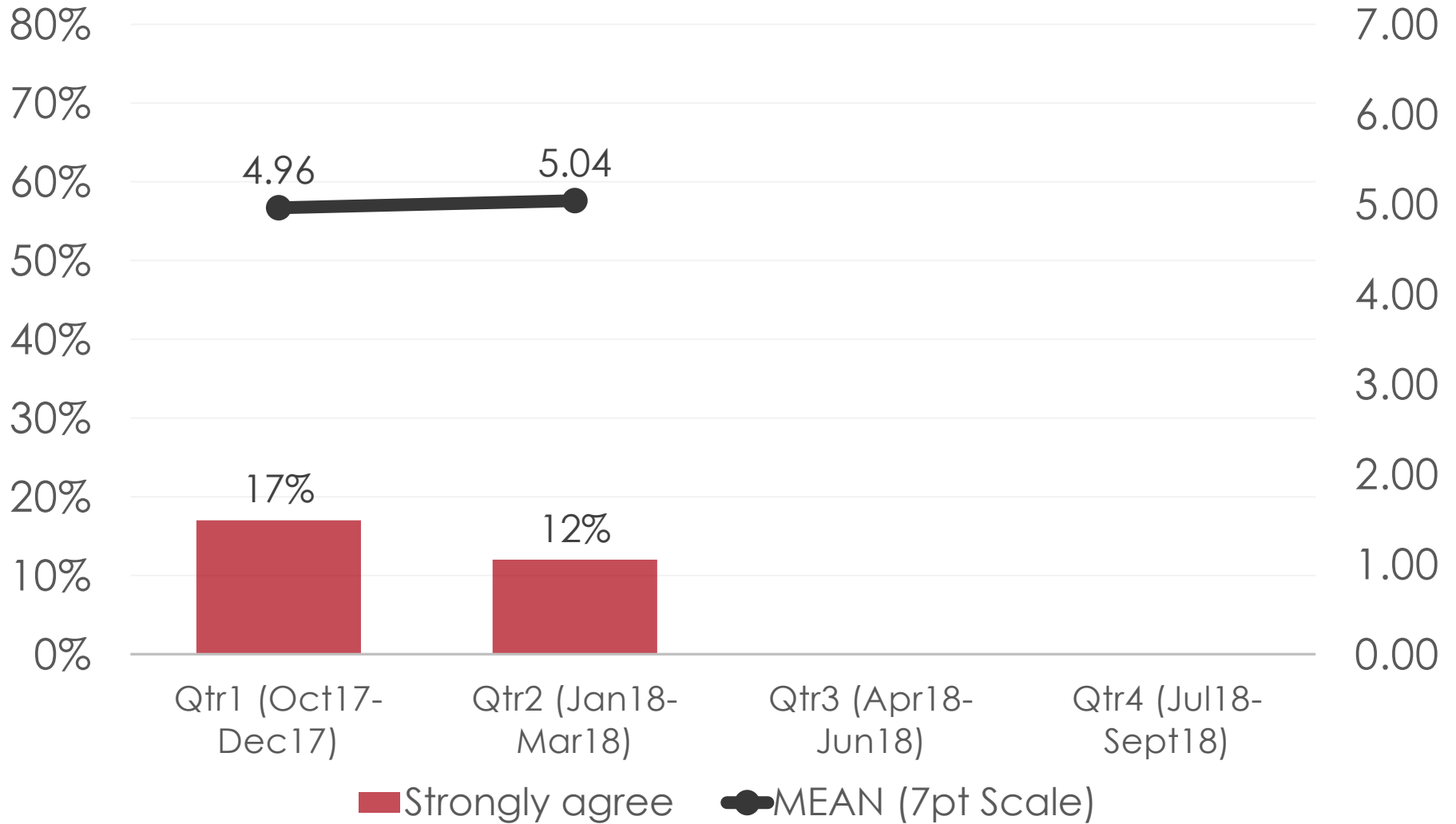
Ease of getting around



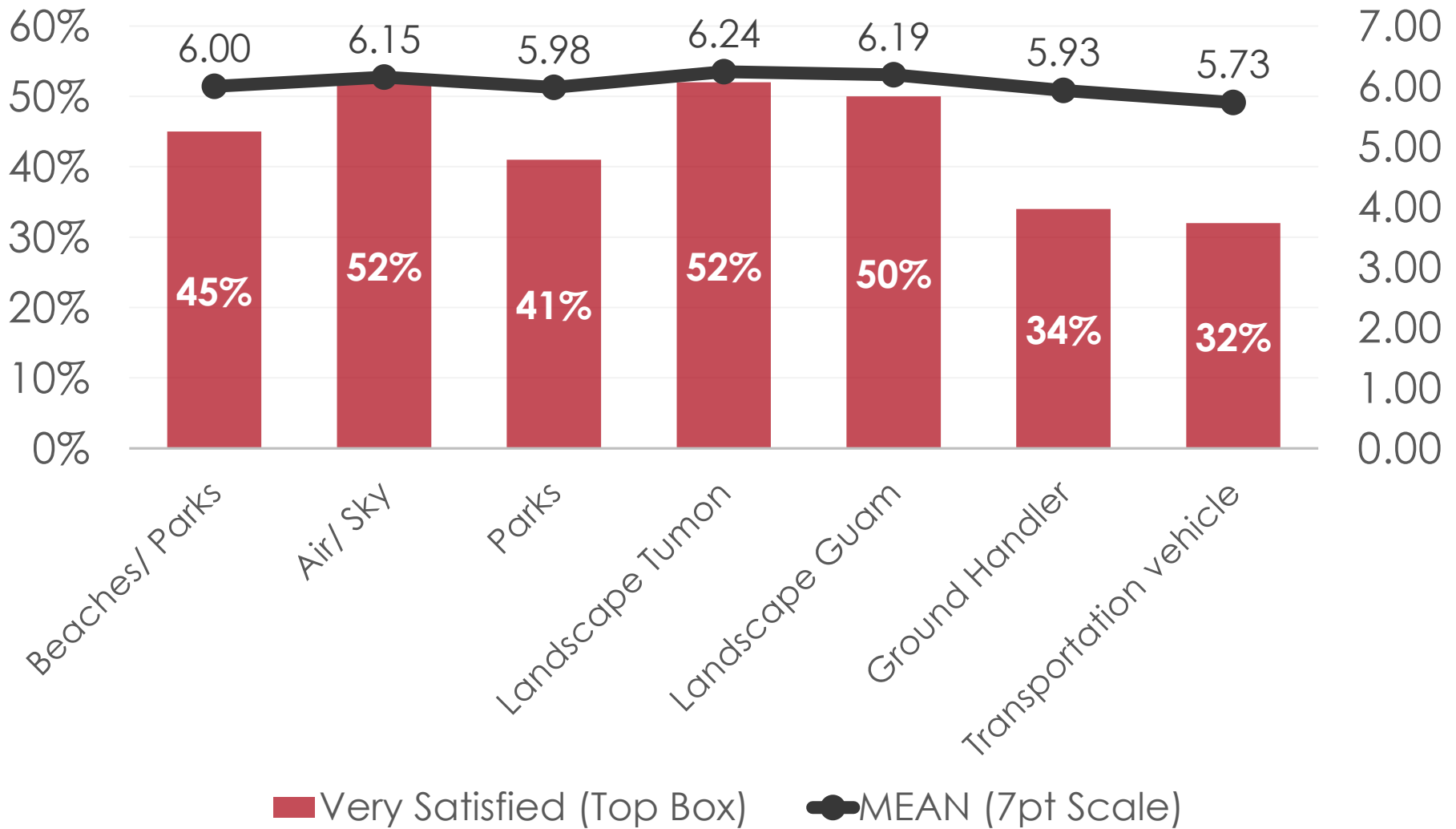
Safety walking around at night



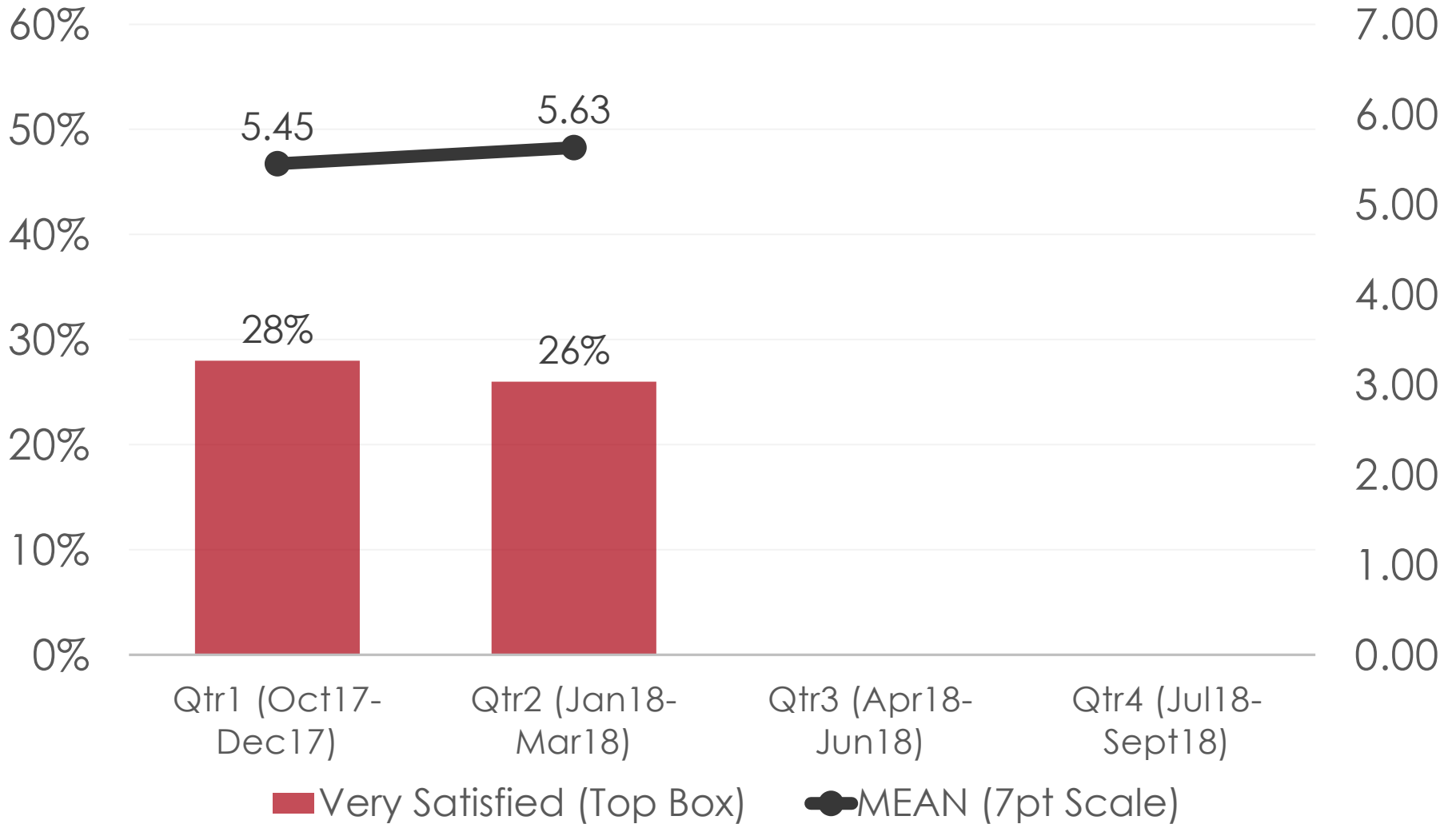
Price of things on Guam



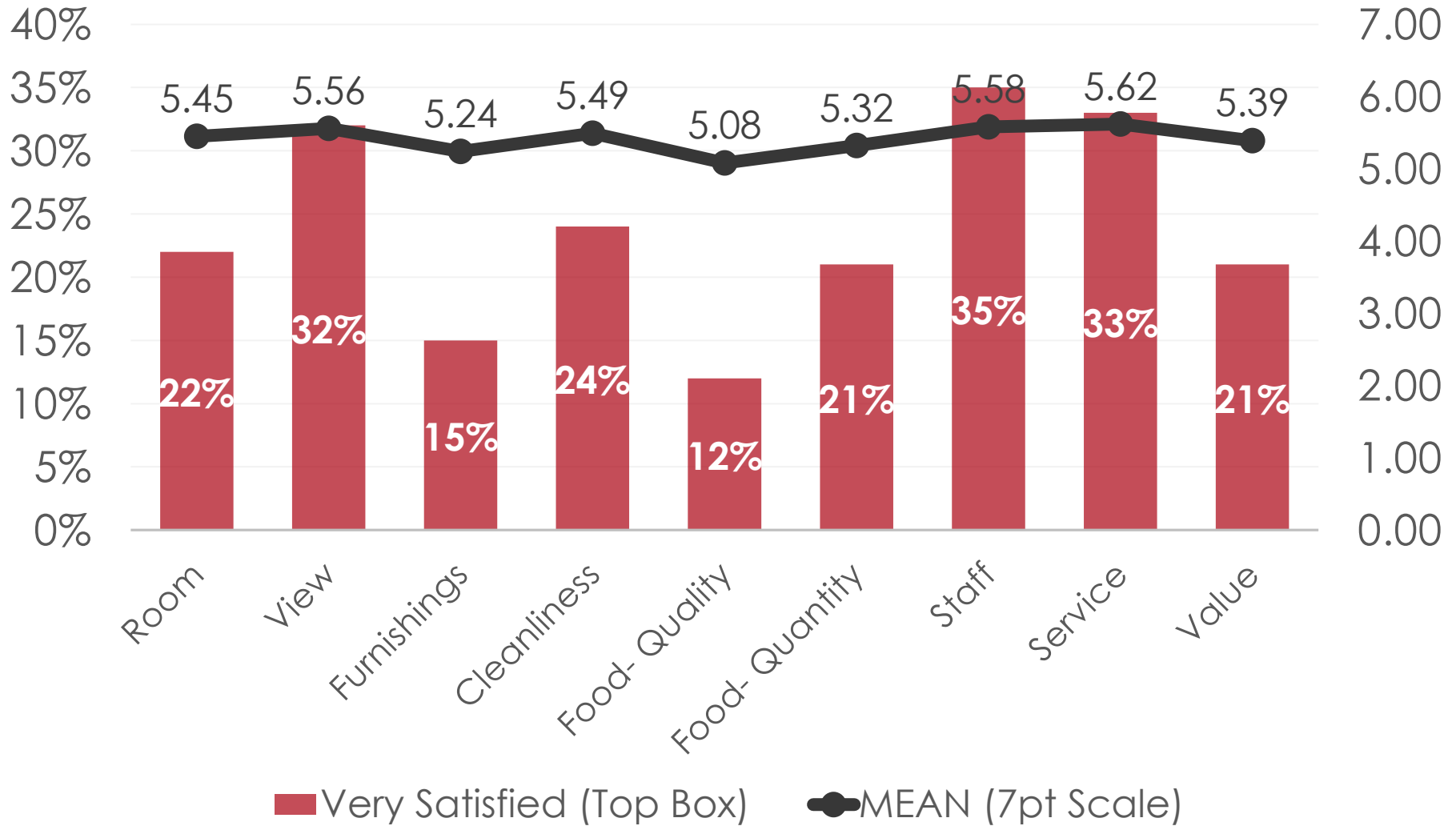
GENERAL SATISFACTION – Quality/ Cleanliness



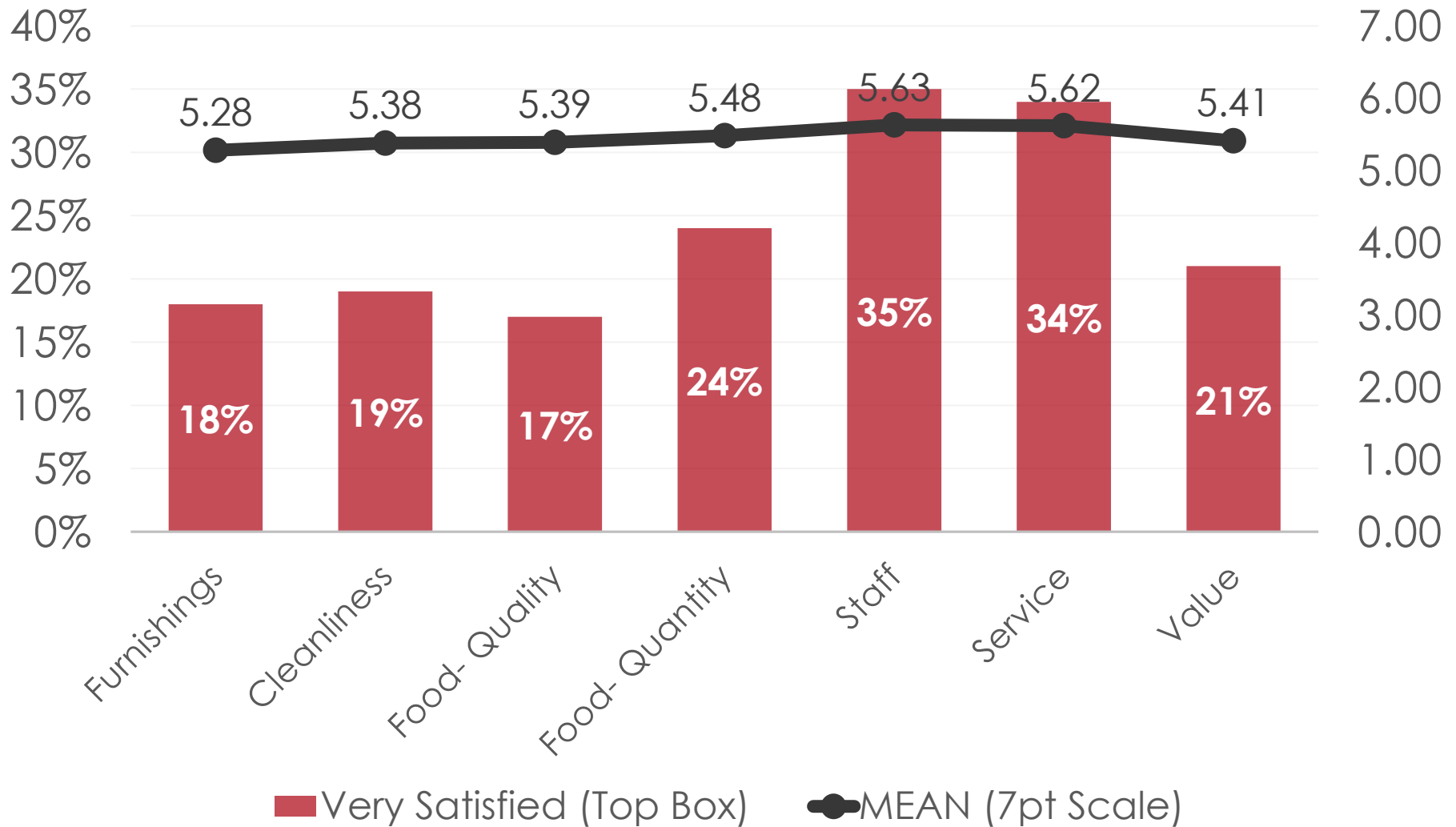
ACCOMMODATIONS – OVERALL SATISFACTION



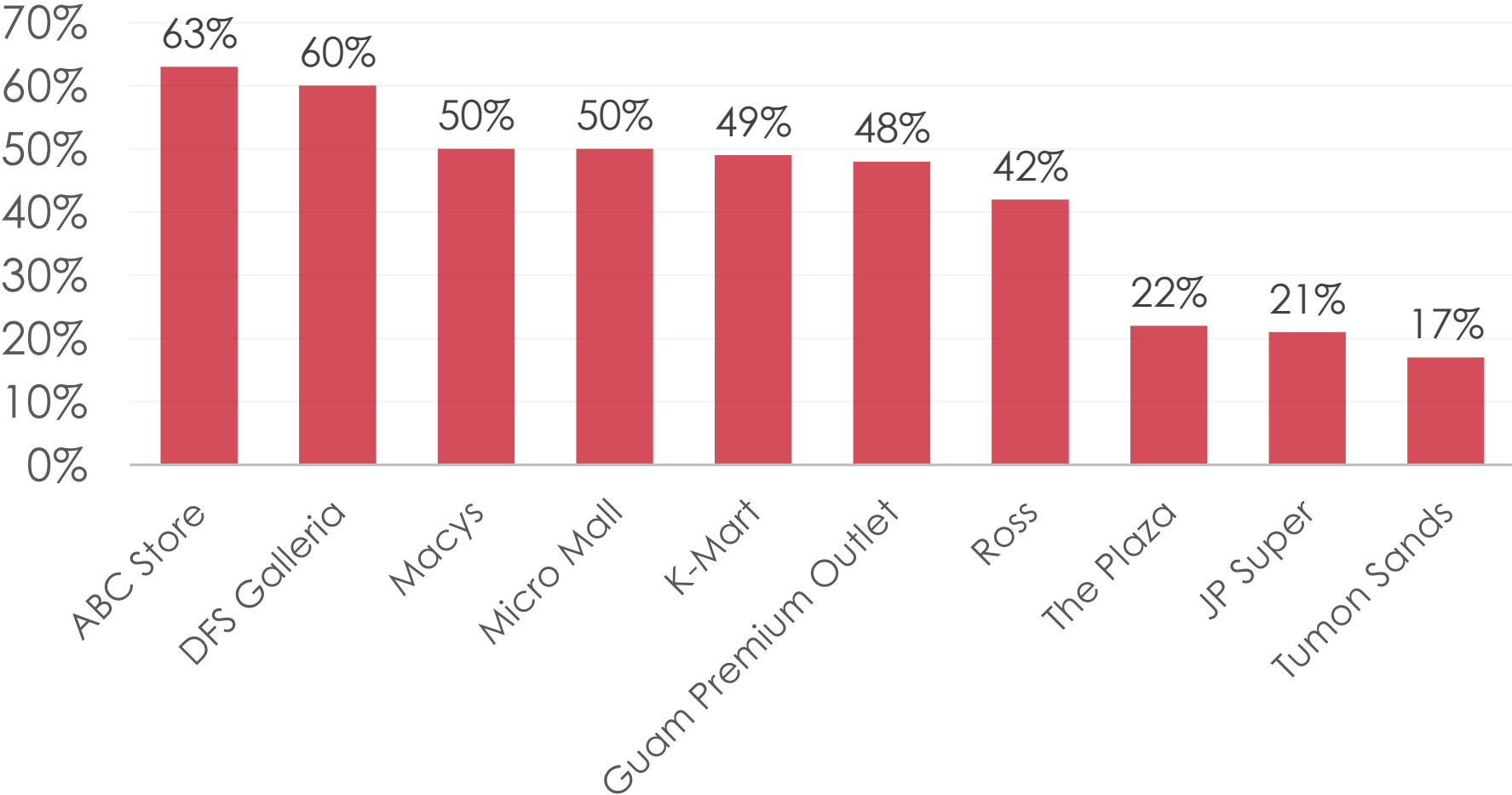
ACCOMMODATIONS – Satisfaction by Category



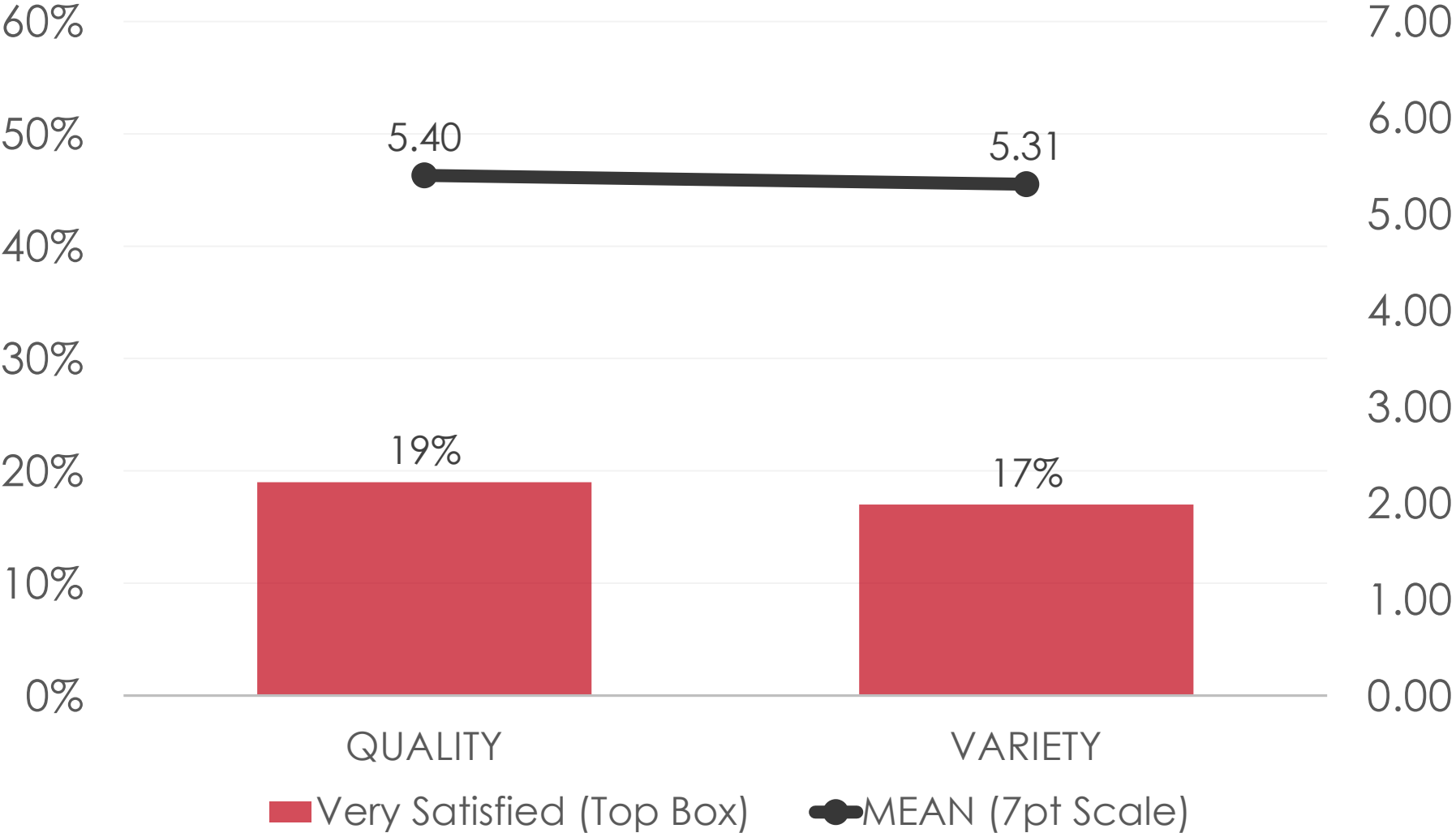
DINING EXPERIENCE (Outside Hotel) – Satisfaction by Category



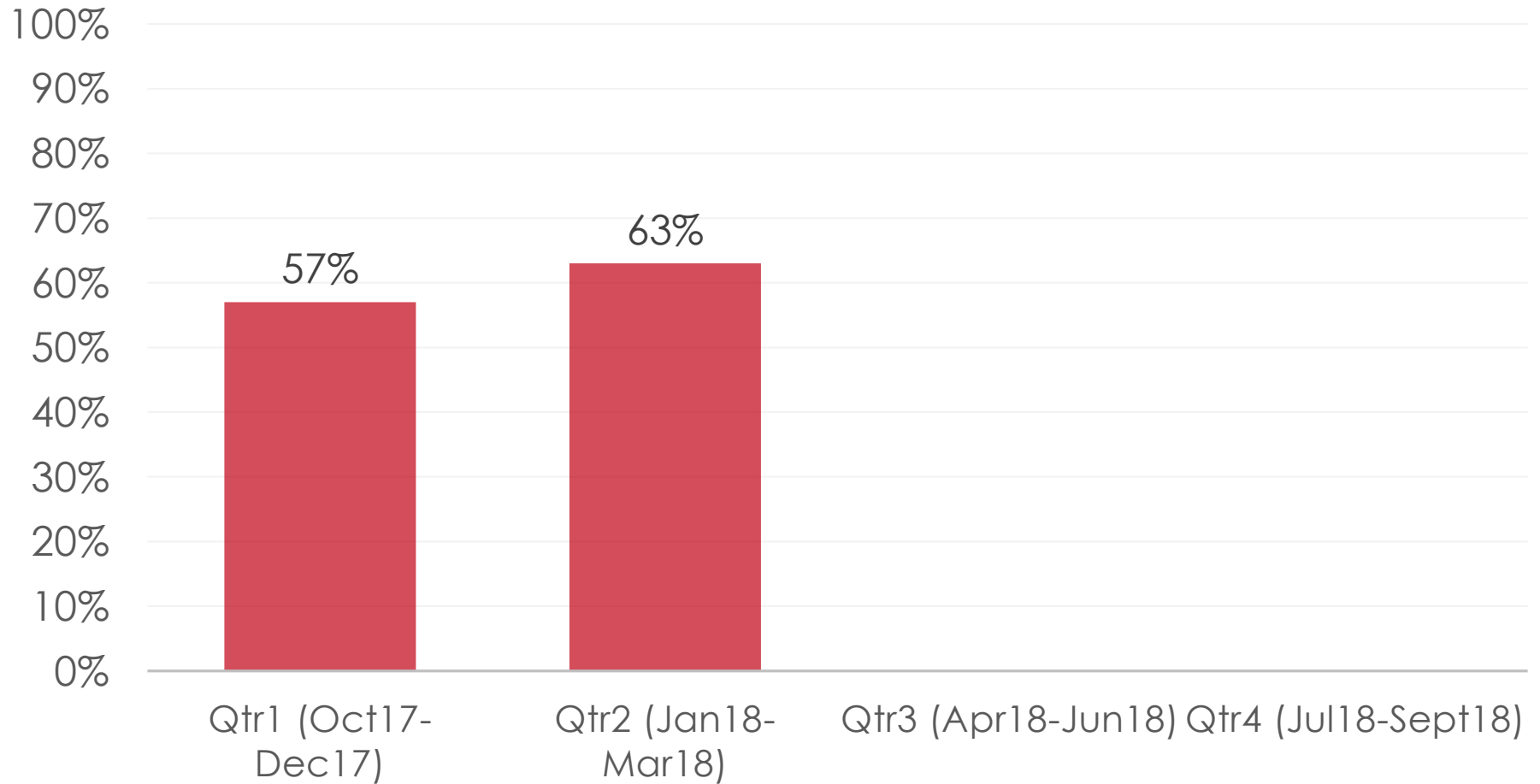
Shopping Malls/ Stores (Top Responses)



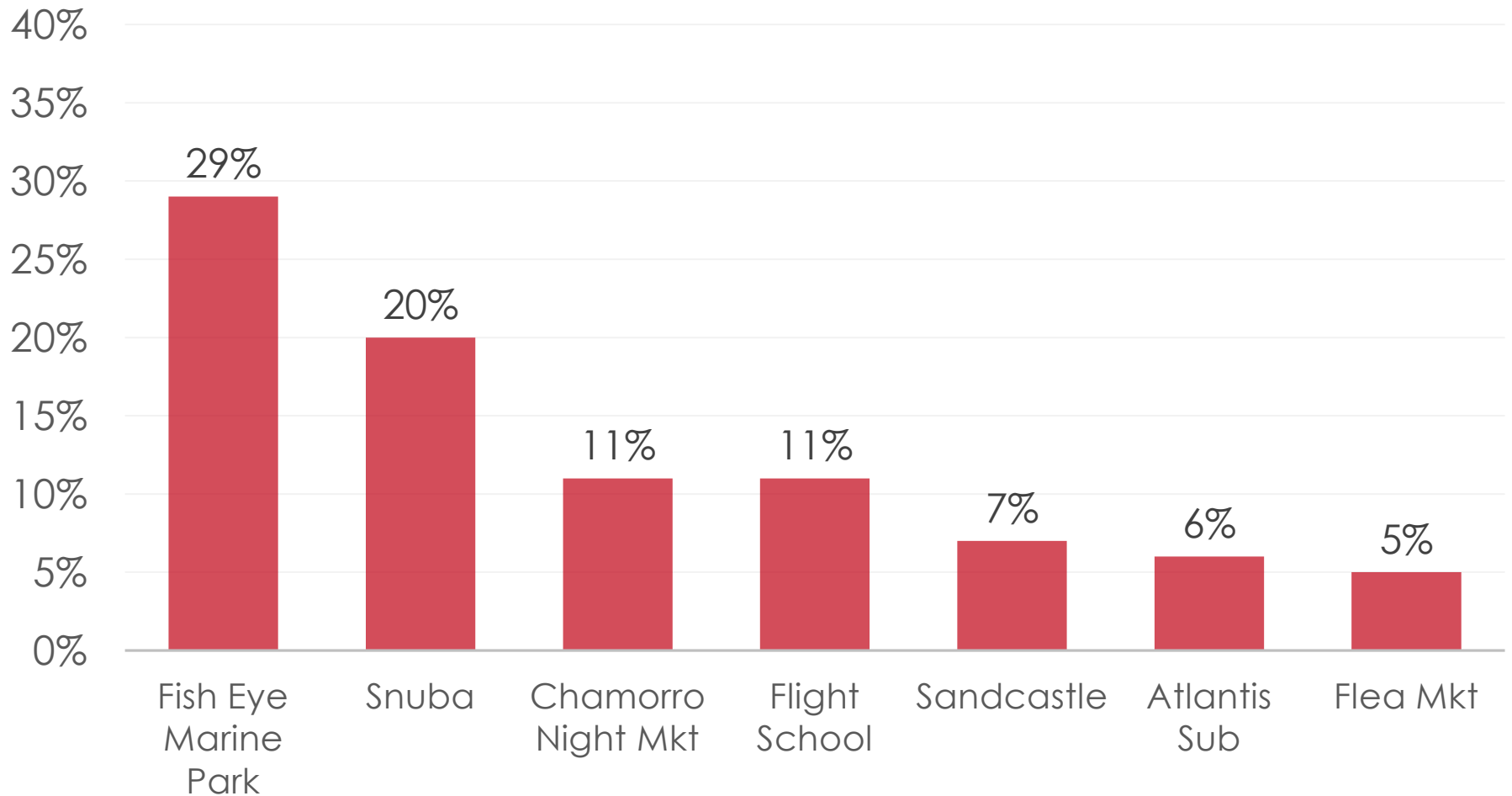
SHOPPING - SATISFACTION



OPTIONAL TOUR PARTICIPATION – FY2018 Tracking

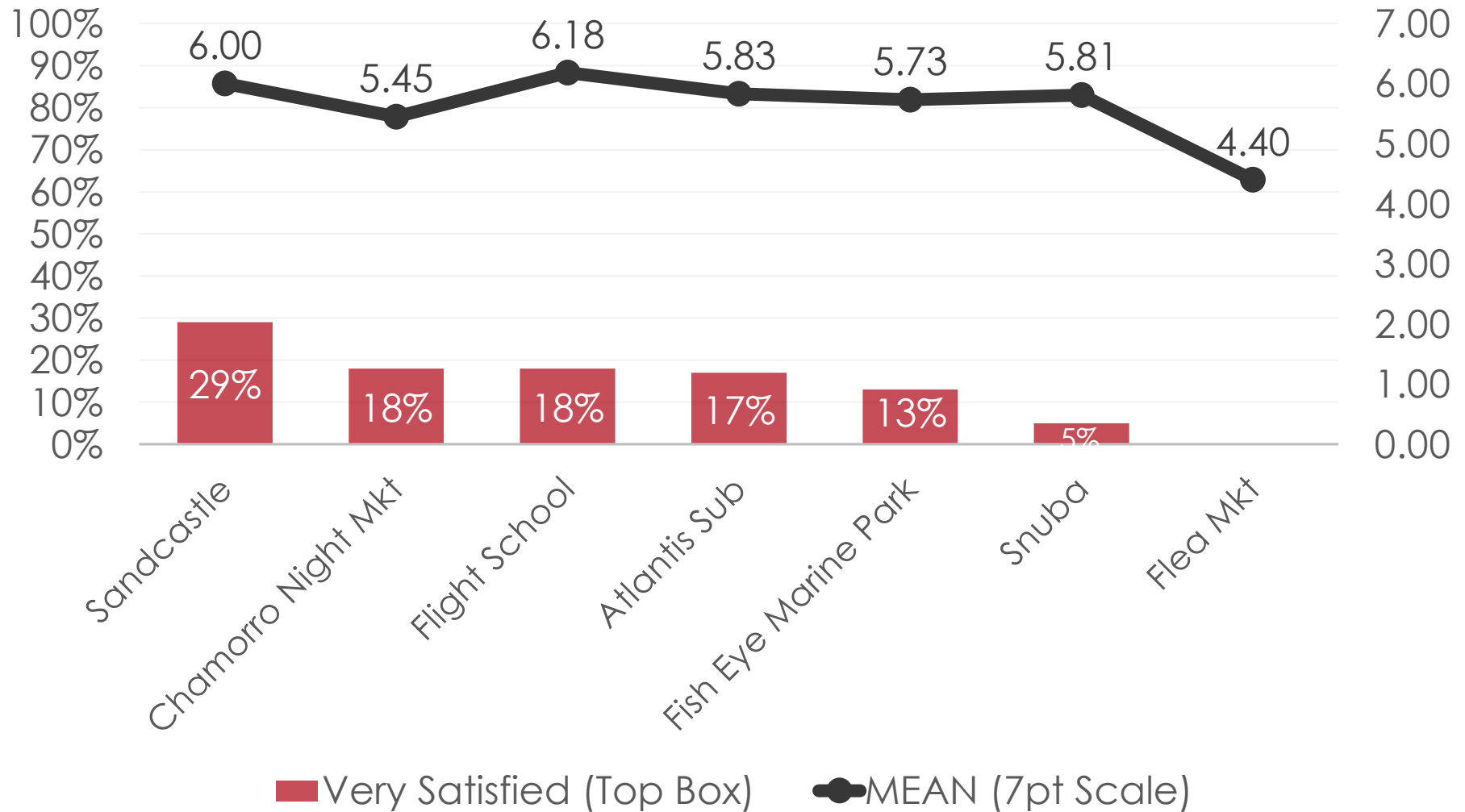


Optional Tour Participation (Top Responses/ 5%+)

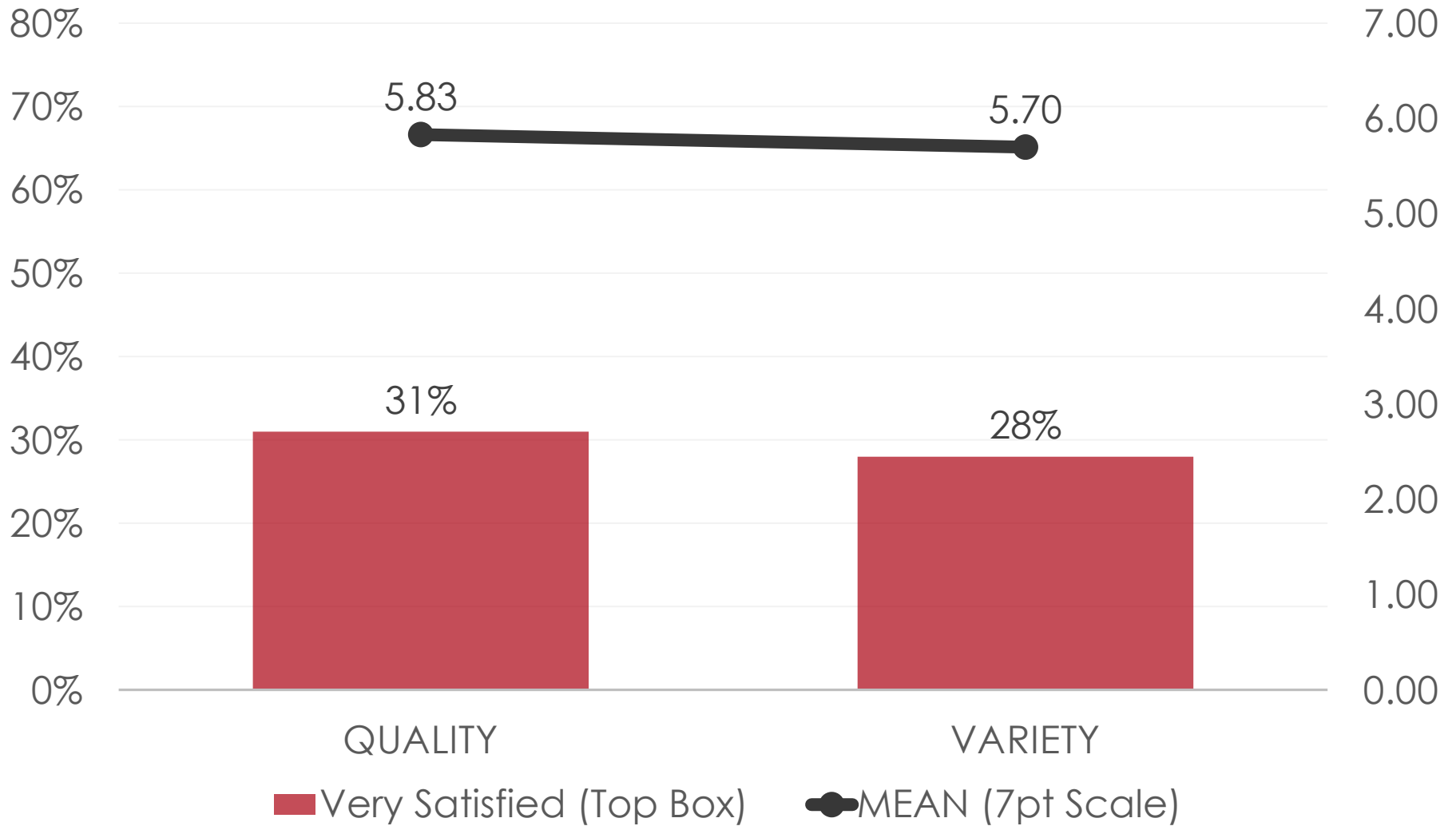


Optional Tour Satisfaction

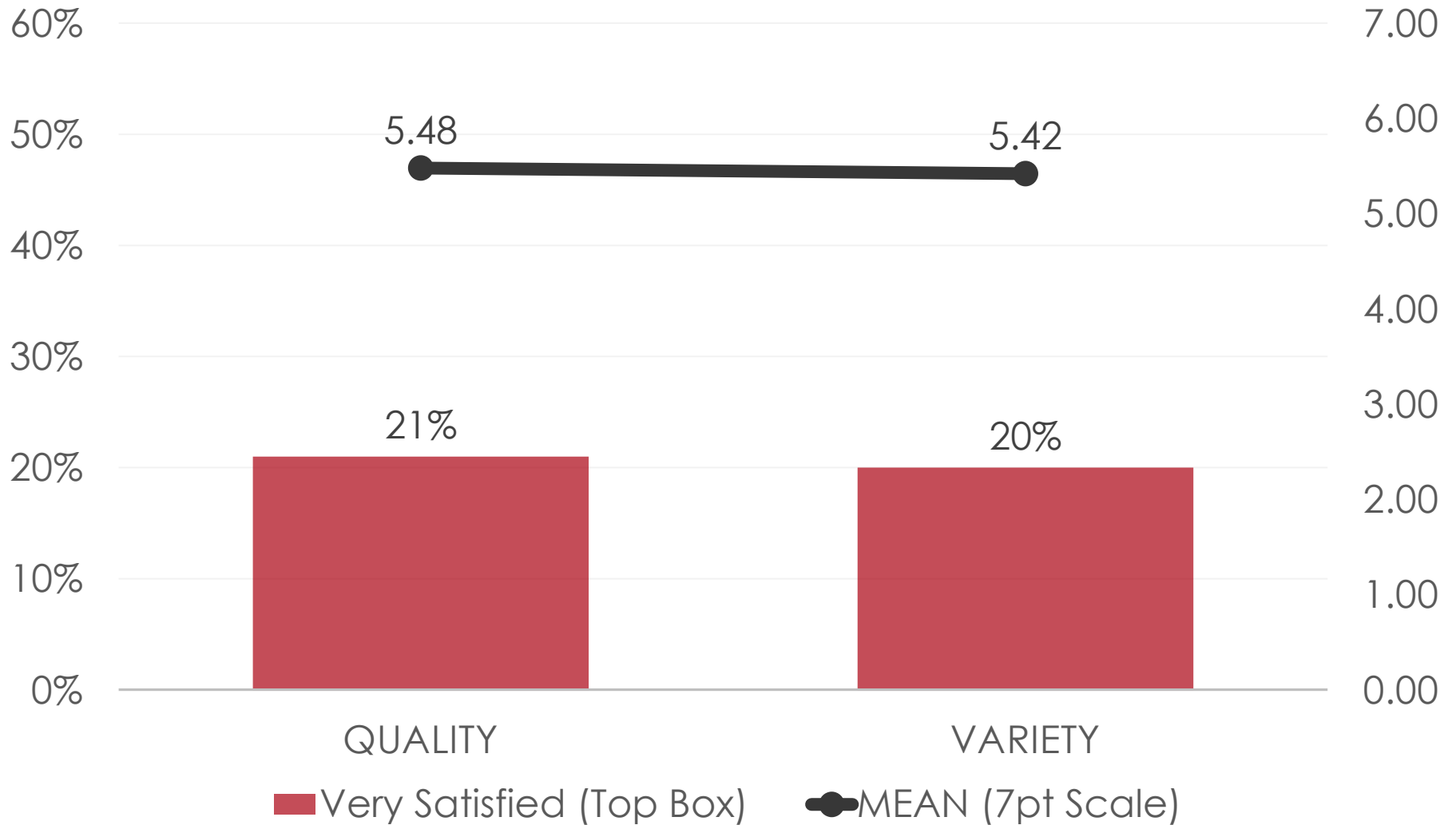
Top Responses only - Participation (5%+)



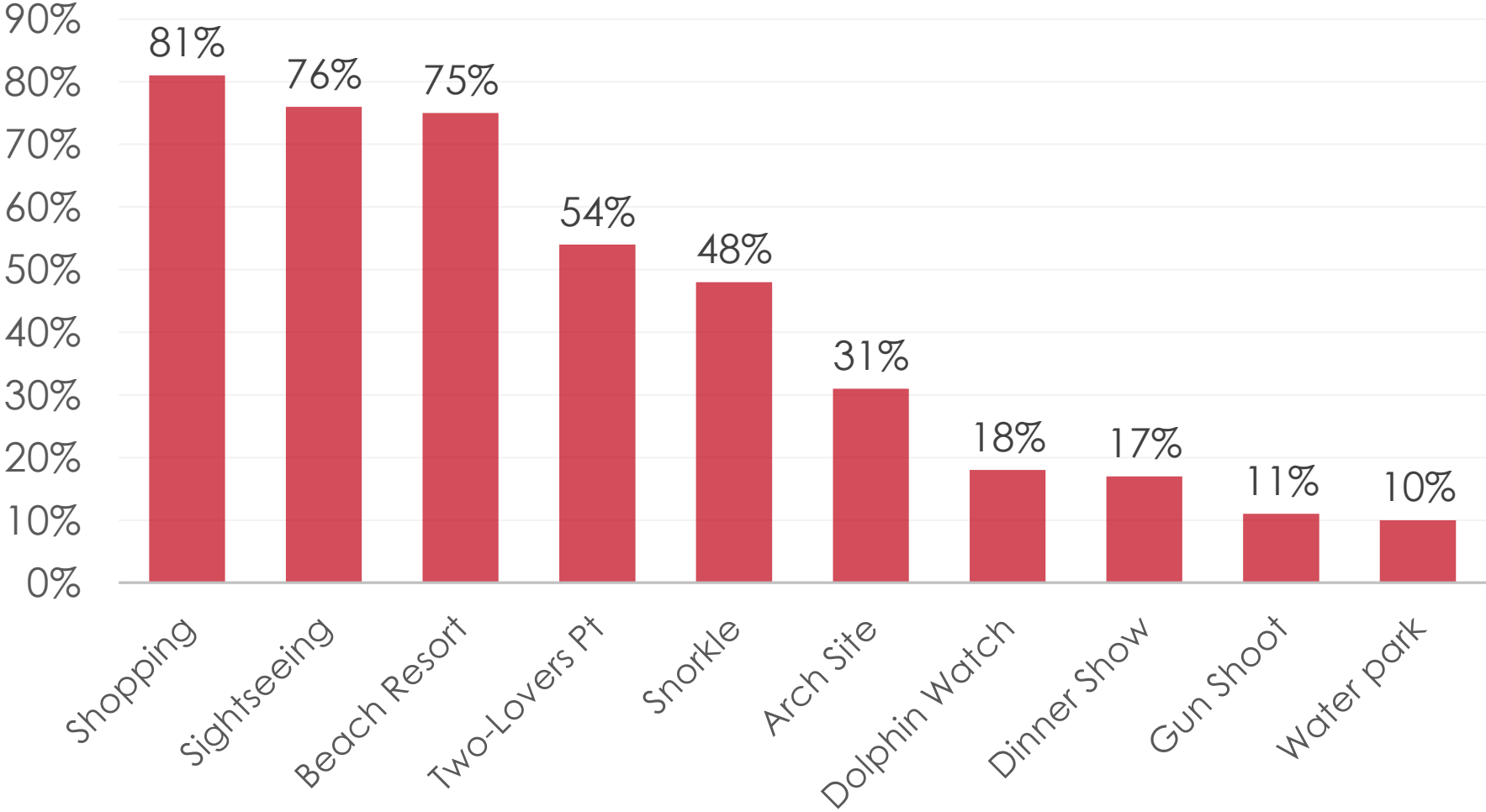
DAY TOUR - SATISFACTION



NIGHT TOUR - SATISFACTION

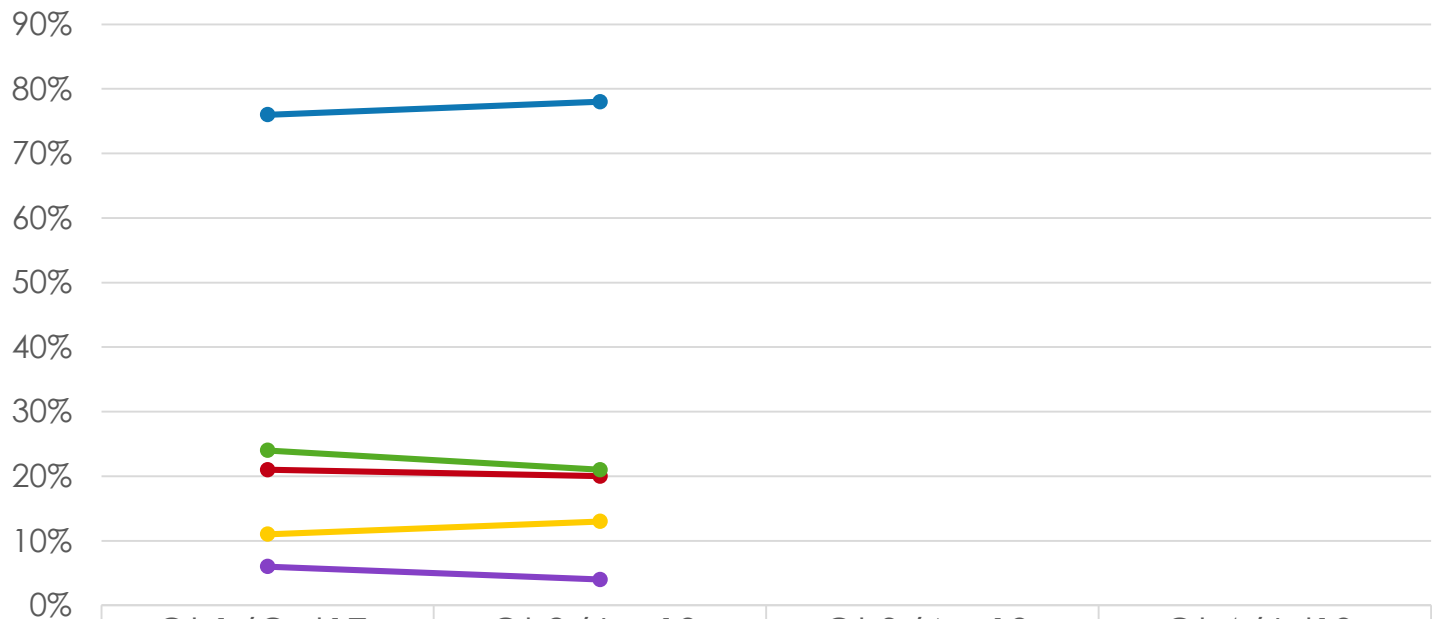


Activities Participation (Top Responses)



SECTION 5 PROMOTIONS

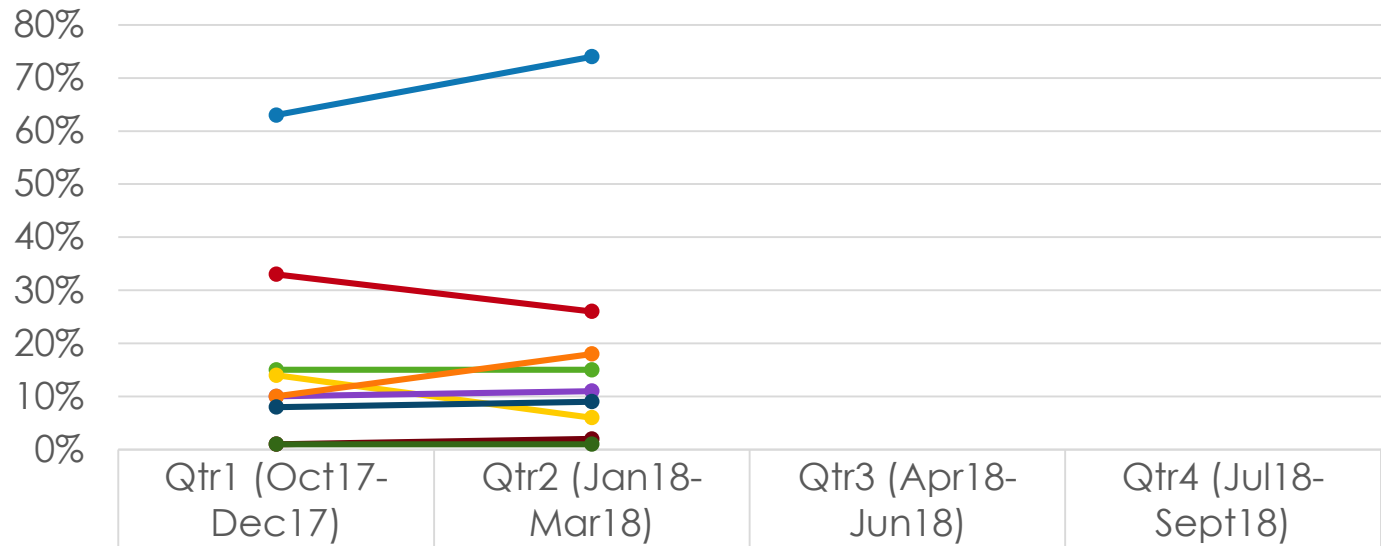
INTERNET- GUAM SOURCES OF INFORMATION



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Search engines	76%	78%		
Social network	21%	20%		
Blog/ Vlog	24%	21%		
Forums	11%	13%		
Q&A site	6%	4%		

INTERNET- SOURCES OF INFORMATION

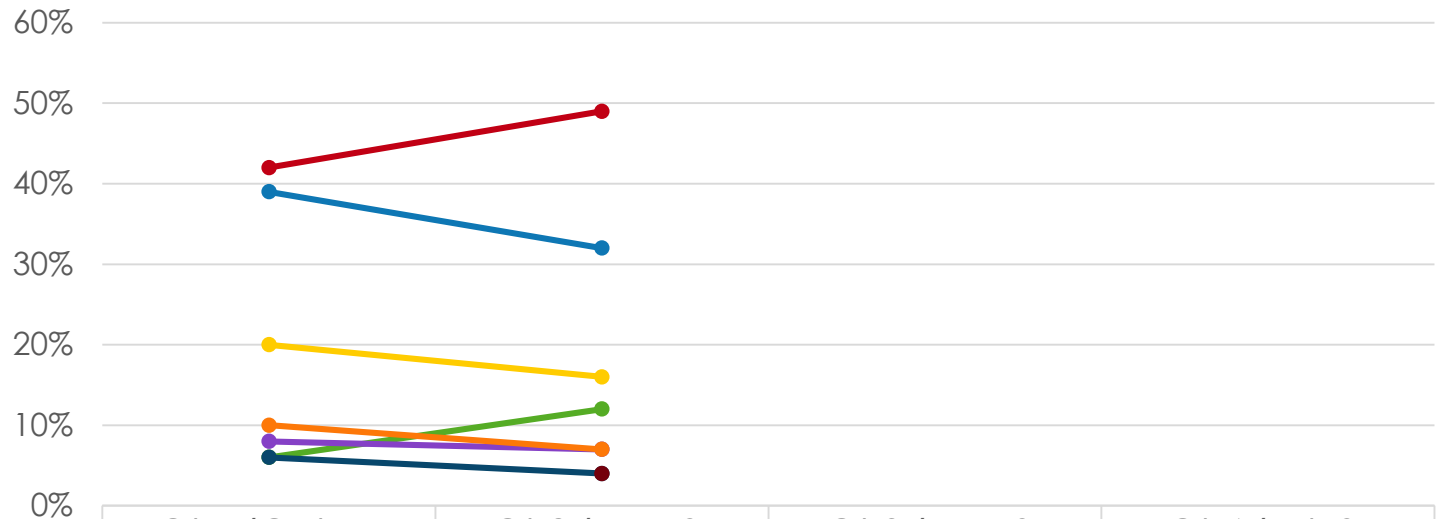
Things to do on Guam



	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Google	63%	74%		
Baidu	33%	26%		
Facebook	15%	15%		
Yahoo	14%	6%		
Weibo	10%	11%		
Online booking site	10%	18%		
Instagram	8%	9%		
Twitter	1%	2%		
Online portal	1%	1%		

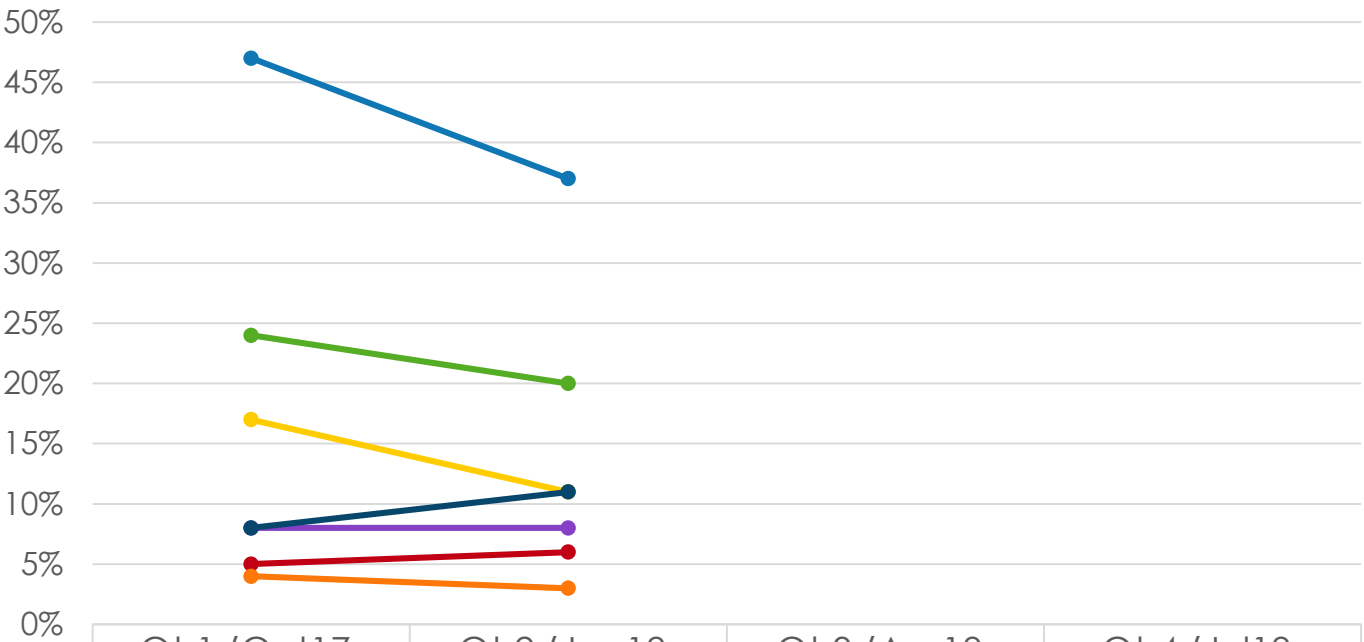
INTERNET- SOURCES OF INFORMATION

GVB



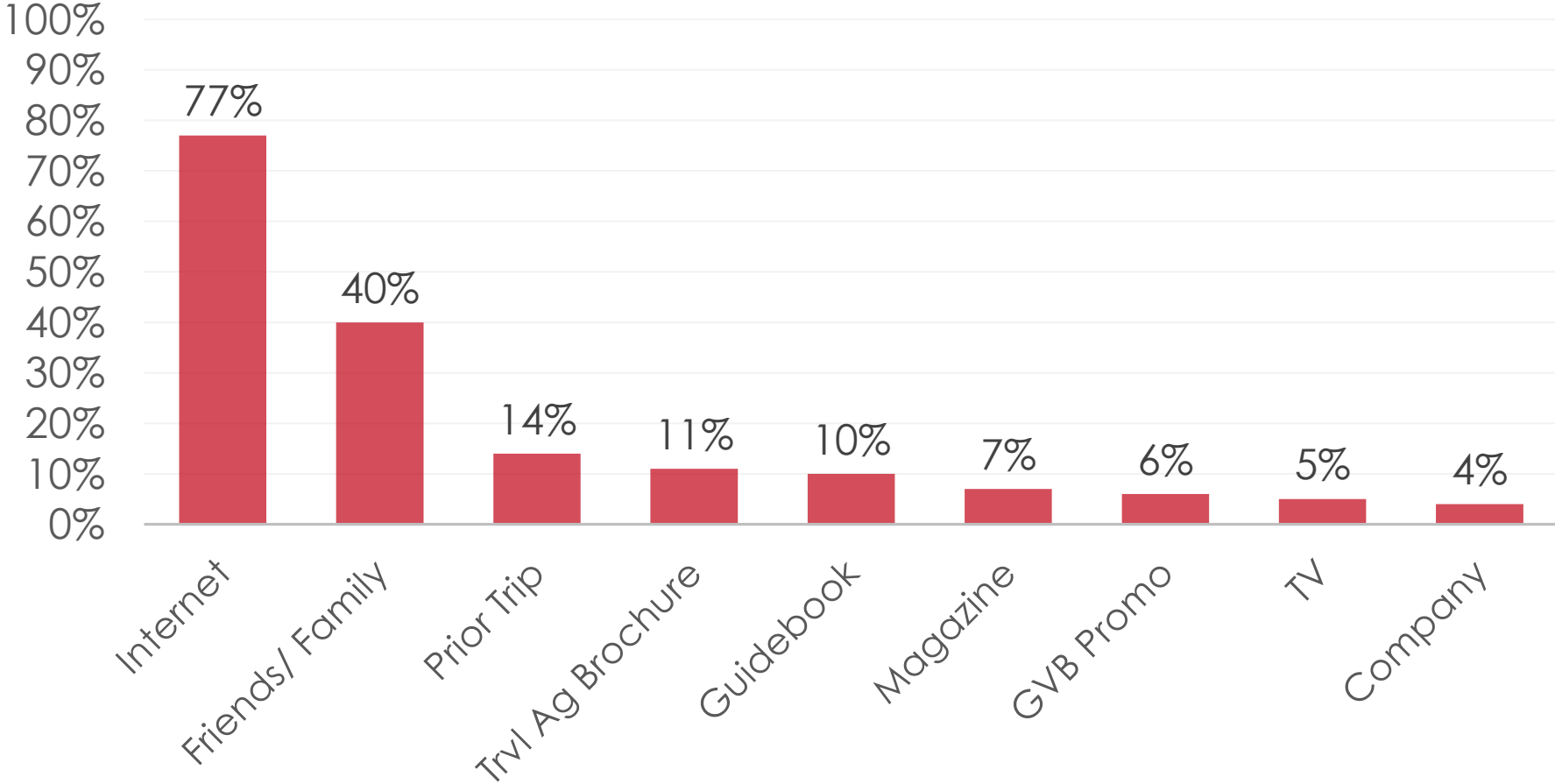
	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
—●— None	39%	32%		
—●— GVB Website	42%	49%		
—●— GVB Weibo	6%	12%		
—●— GVB Facebook	20%	16%		
—●— GVB IG	8%	7%		
—●— GVB Blog	10%	7%		
—●— GVB Café	6%	4%		
—●— GVB Twitter		4%		

TRAVEL MOTIVATION



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Friends/ Family	47%	37%		
Company/ Bus Trip	5%	6%		
Internet	24%	20%		
Travel Show	17%	11%		
Travel Agent	8%	8%		
Print	4%	3%		
Social Media	8%	11%		

PRE-ARRIVAL SOURCES OF INFORMATION



PRE-ARRIVAL SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

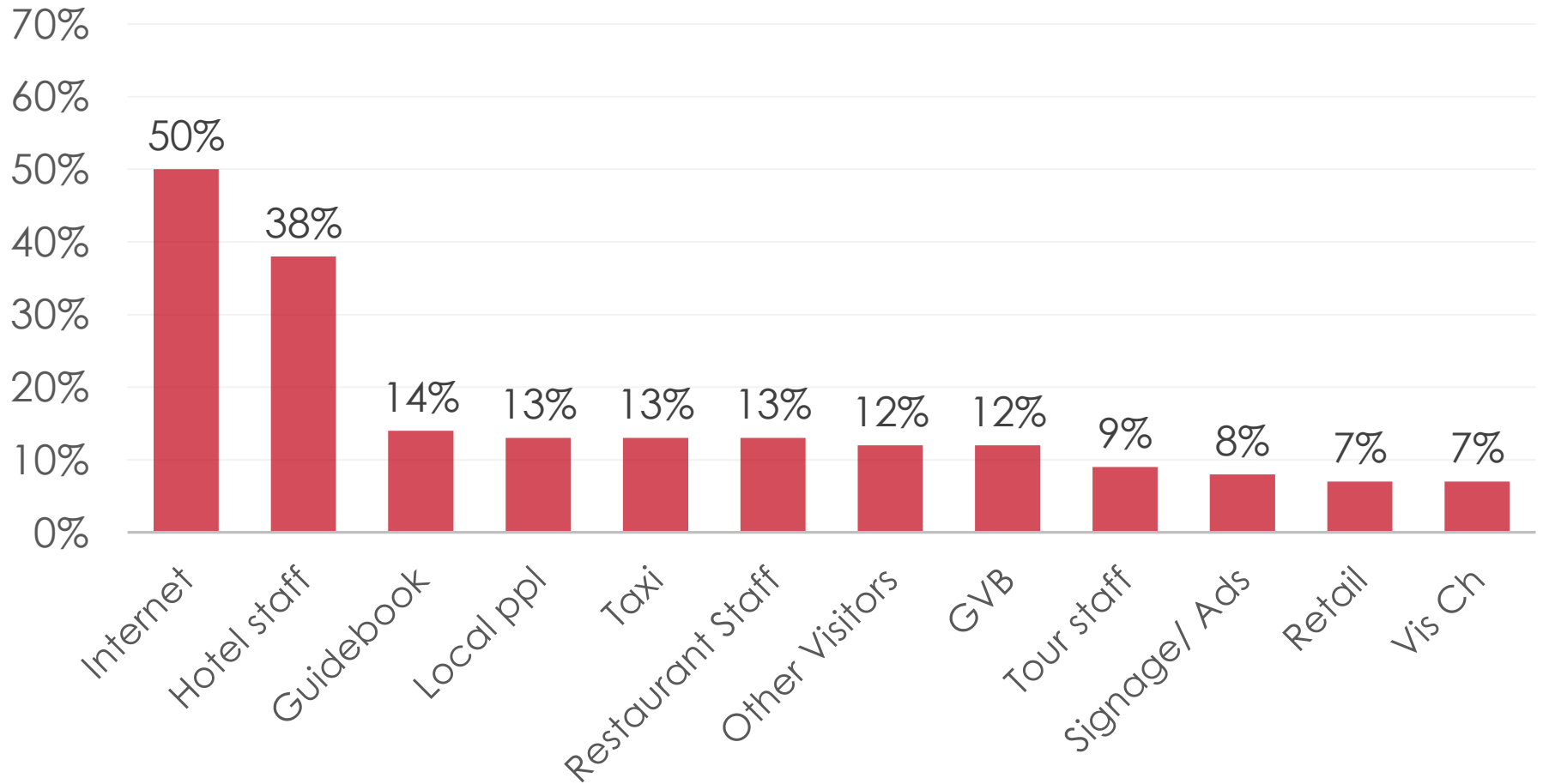
Q1 Please select the top three sources of information you used to find out about Guam before your trip:

		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q1	Internet/Mobile App	77%	81%	83%	100%
	Friend or relative	40%	38%	39%	
	I have been to Guam before	14%	13%	17%	
	Travel agent brochure	11%	9%	7%	
	Travel guide book at bookstores	10%	10%	9%	
	Magazine (consumer)	7%	8%	4%	
	Guam Visitors Bureau promotional activities	6%	6%	7%	
	TV	5%	4%	4%	100%
	Co-worker/ company travel department	4%	3%	2%	
	Consumer travel shows	3%	3%	2%	
	Newspaper	1%	1%		
	Radio	1%	1%	2%	
	Theater ads	1%	1%		
	Travel trade shows	1%	1%		
	Total	104	90	46	1

Prepared by Anthology Research

ONISLE

SOURCES OF INFORMATION



ON-ISLE SOURCES OF INFORMATION – Key Segments

GVB EXIT SURVEY

Q2 Please select the top three sources of information you used to find out about Guam while you were here:

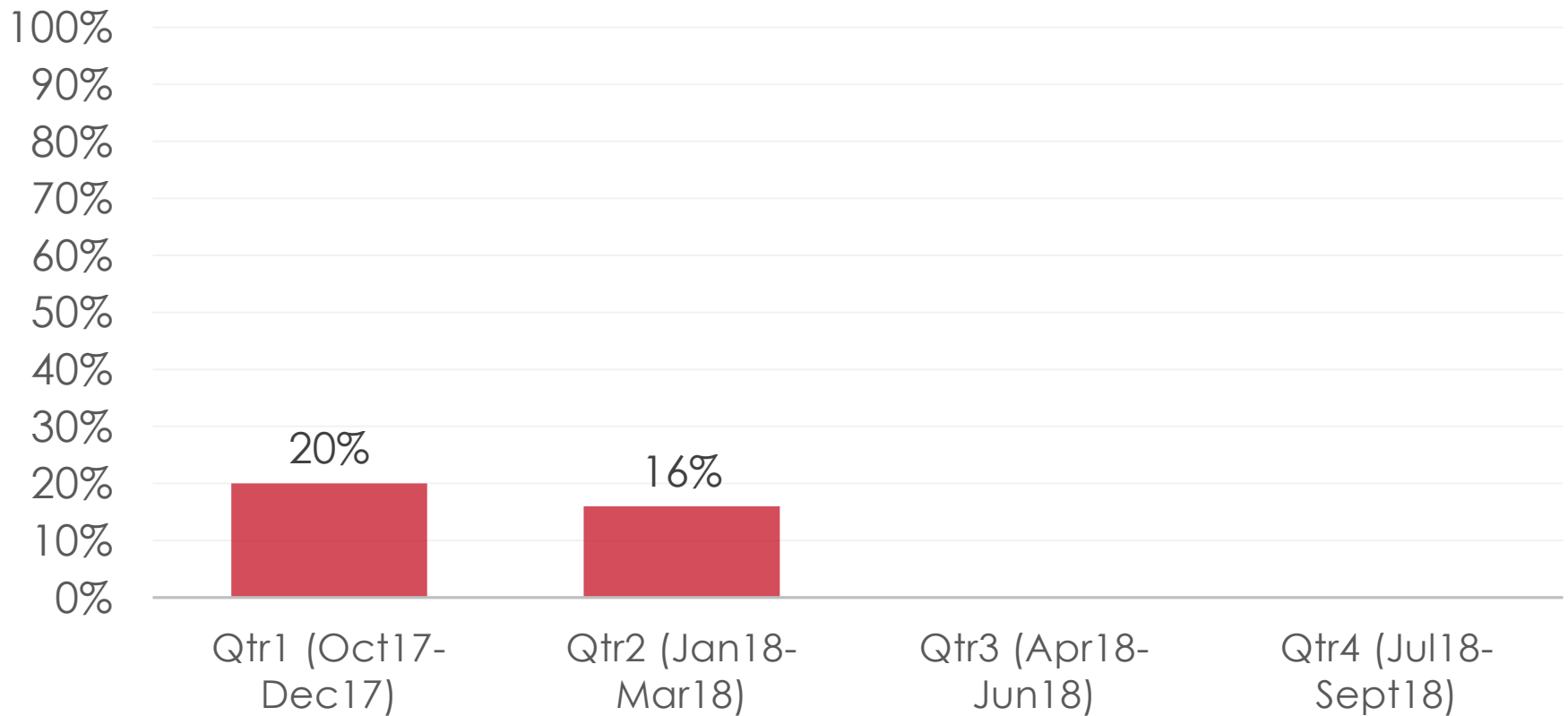
		TOTAL	FIT	FAMILY	HONEYMOON
		-	-	-	-
Q2	Internet/Mobile App	50%	53%	48%	
	Hotel staff	38%	37%	33%	
	Guide books I brought with me	14%	14%	24%	
	Local people	13%	13%	7%	
	Taxi drivers	13%	13%	13%	
	Restaurant staff (outside hotel)	13%	11%	11%	
	Other visitors	12%	11%	13%	
	Guam Visitors Bureau	12%	13%	9%	
	Tour staff	9%	6%	13%	
	Signs/ advertisement	8%	7%	13%	100%
	Retail staff	7%	8%	7%	
	Visitors channel	7%	7%	11%	100%
	Total	104	90	46	1

Prepared by Anthology Research

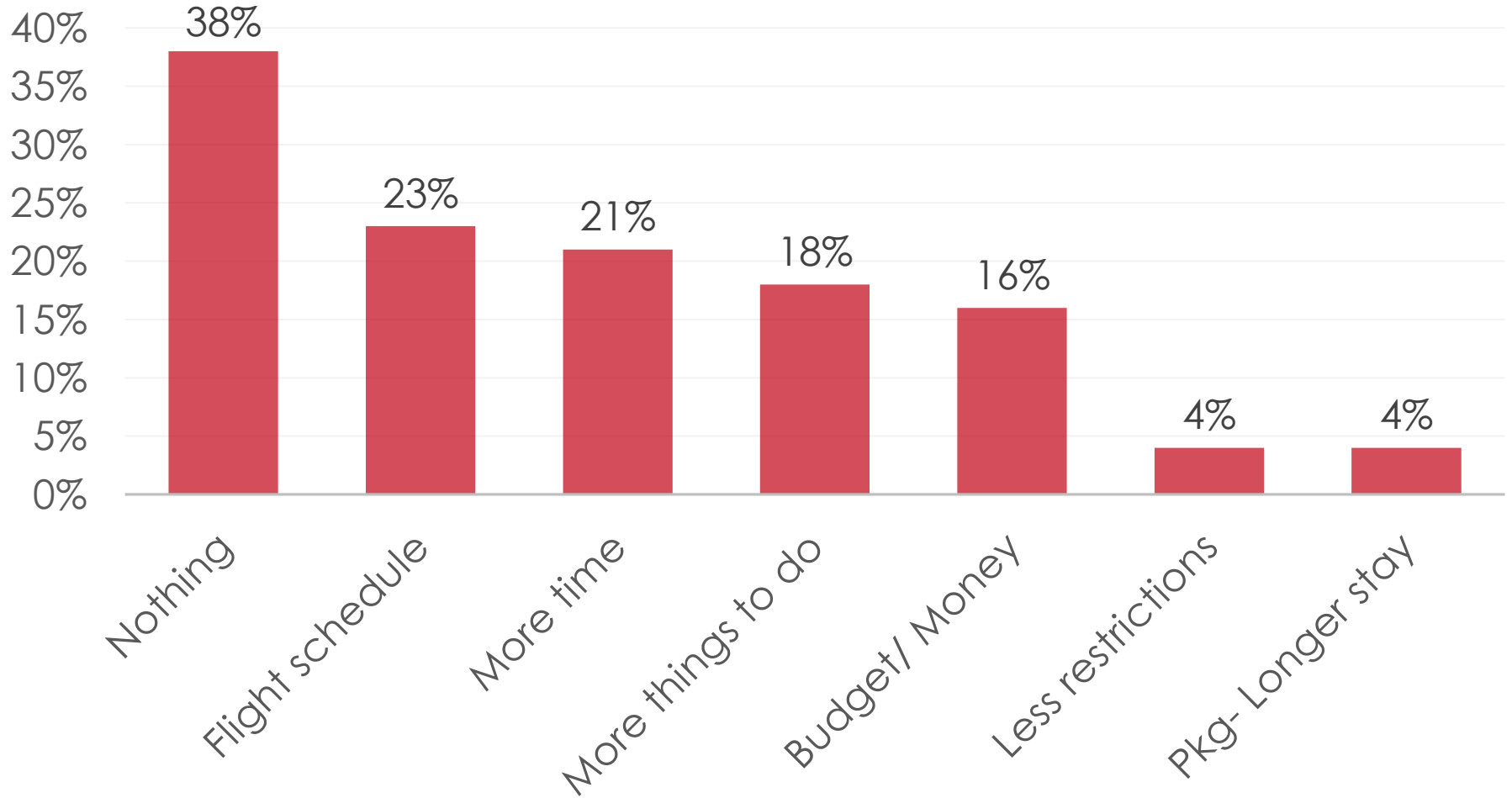
SECTION 6

FUTURE TRAVEL TO GUAM

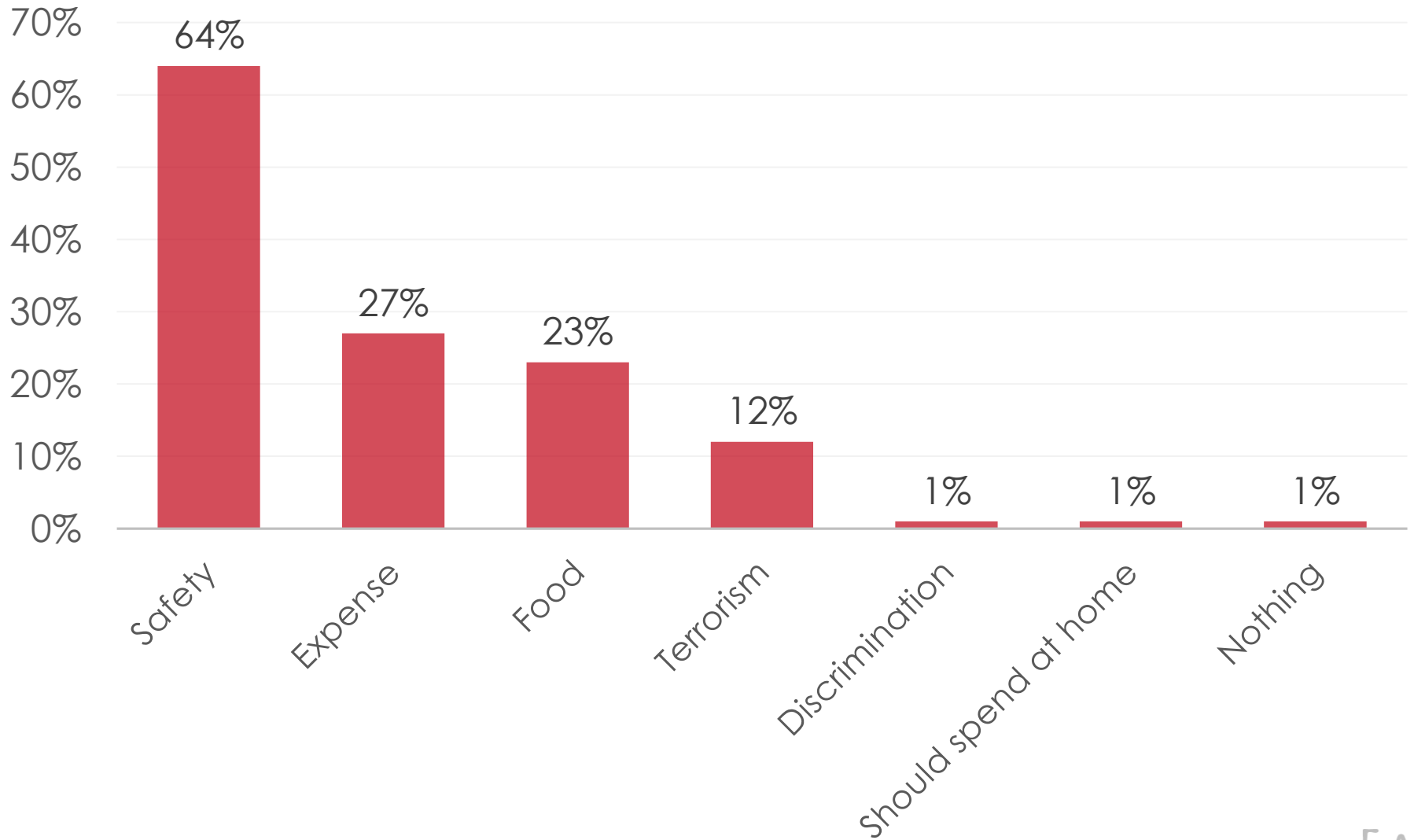
Will security screening/ immigration at Guam Airport impact future travel to Guam?



What would it take to make you stay an extra day on Guam?



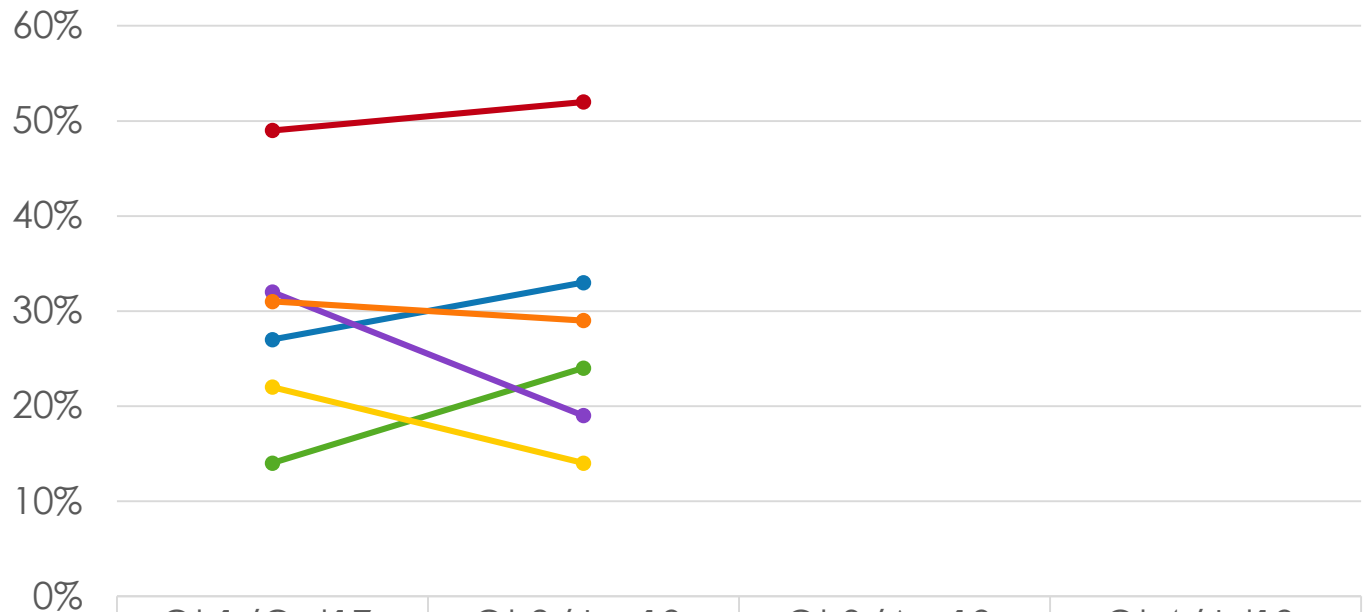
FUTURE TRAVEL CONCERNS



SECTION 7

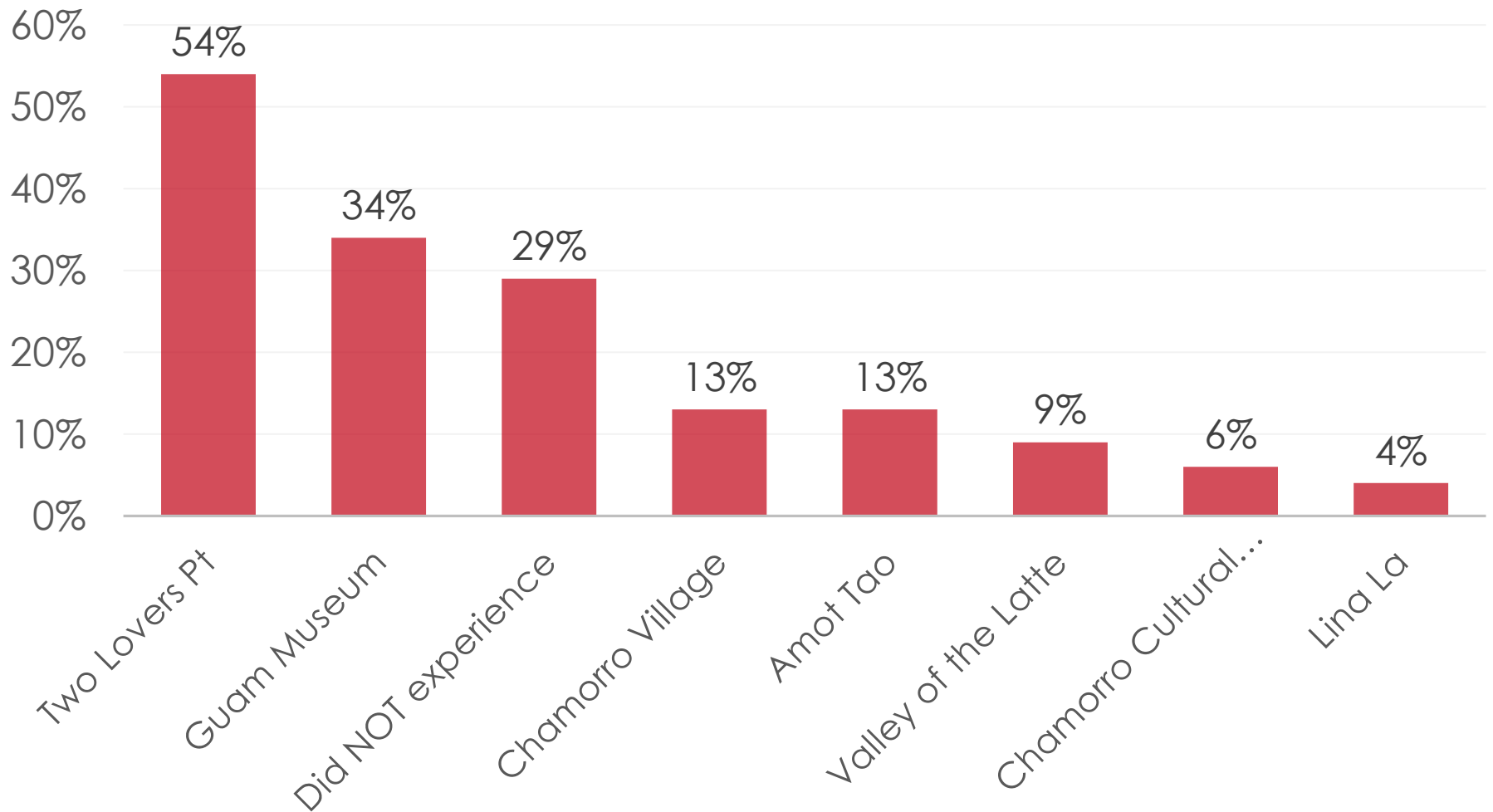
GUAM CULTURE

EXPERIENCED- CHAMORRO/ HAFA ADAI SPIRIT

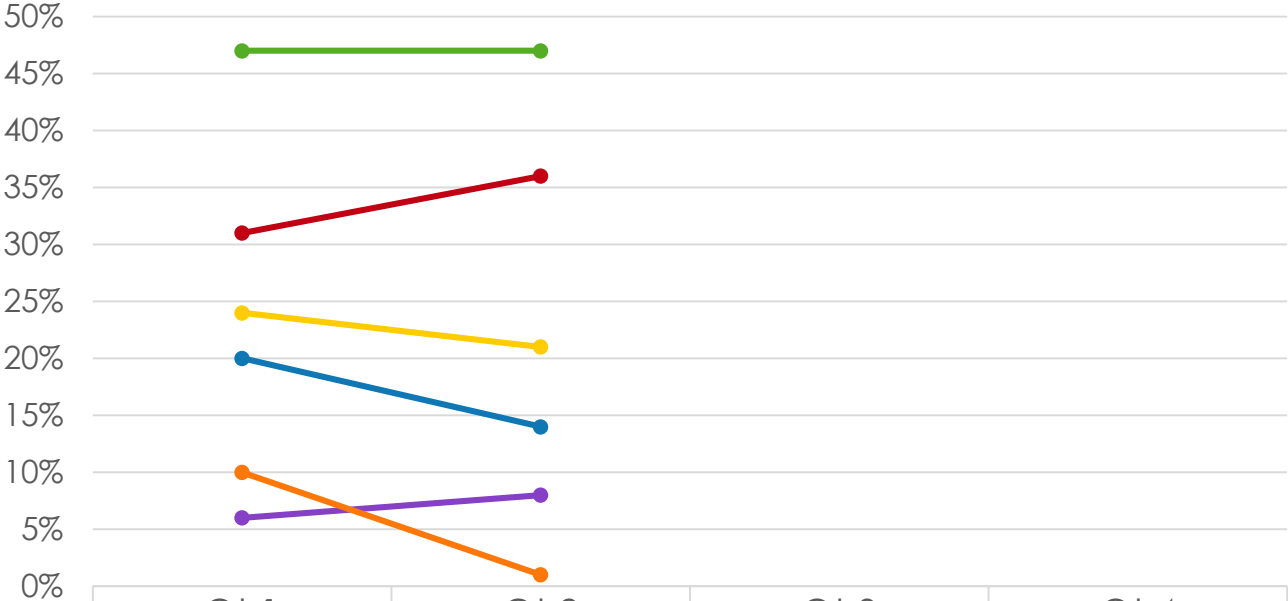


	Qtr1 (Oct17-Dec17)	Qtr2 (Jan18-Mar18)	Qtr3 (Apr18-Jun18)	Qtr4 (Jul18-Sept18)
Did NOT experience	27%	33%		
Beaches	49%	52%		
Chamorro cuisine	14%	24%		
Night Market	22%	14%		
Socializing- locals	32%	19%		
Local Music	31%	29%		

EXPERIENCED- OTHER CULTURAL ACTIVITY/EVENTS

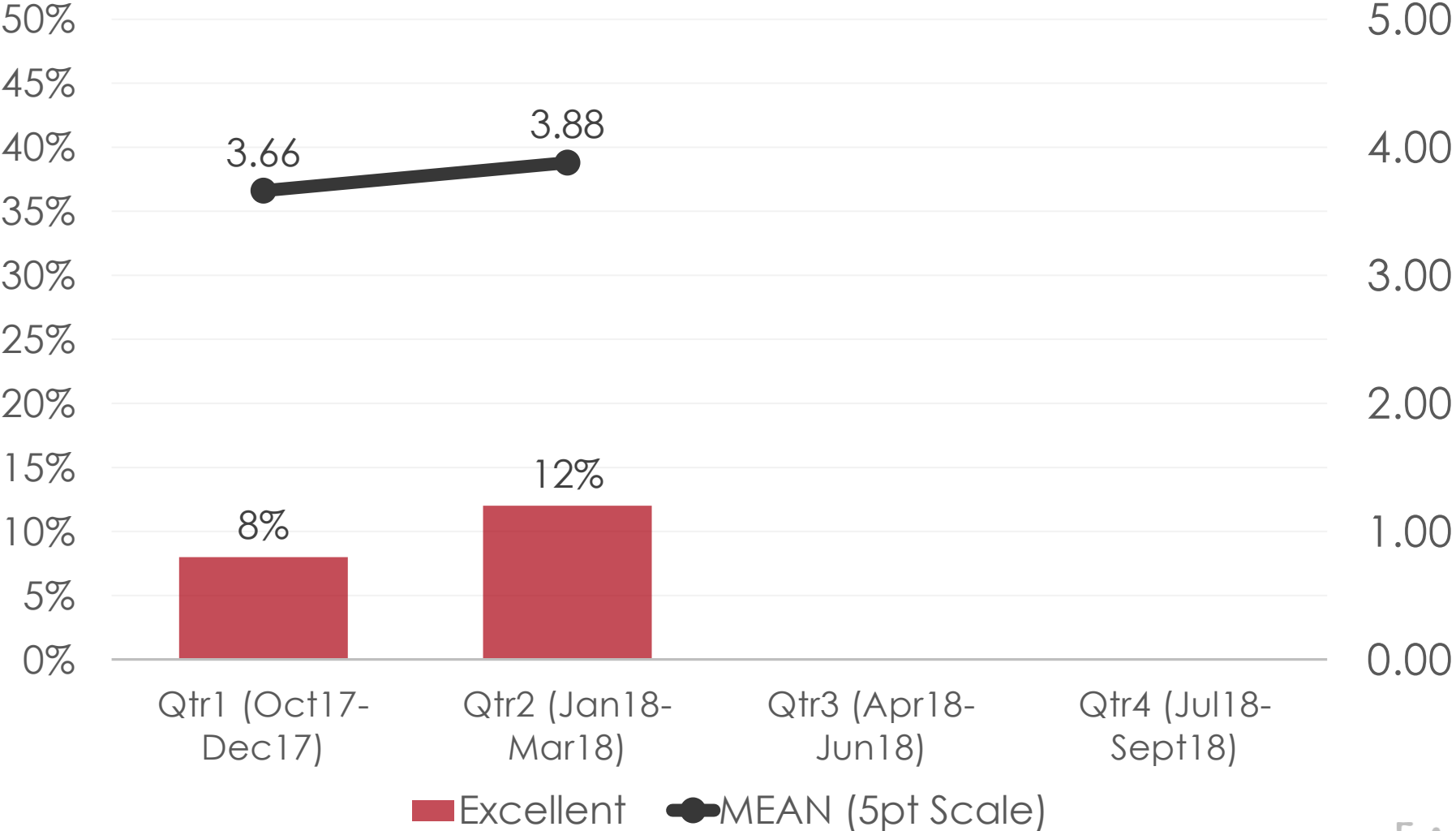


SOURCES OF INFORMATION- CULTURAL ACTIVITY/EVENTS

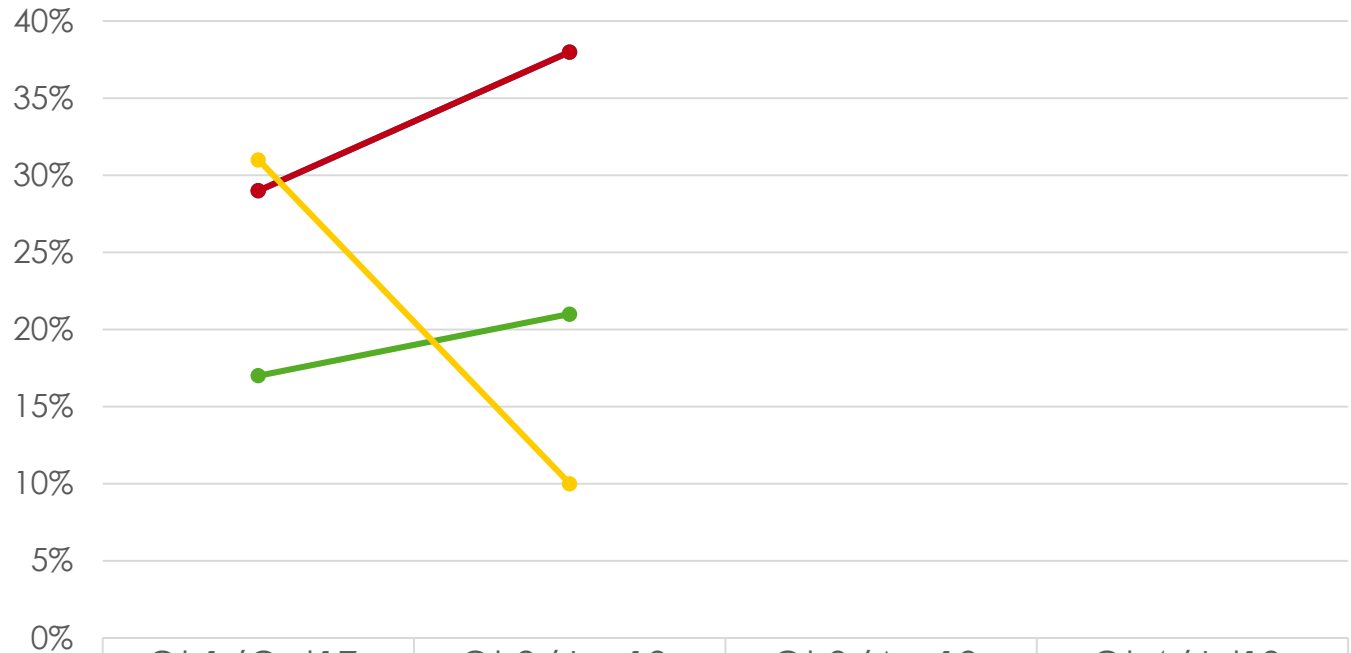


	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
Travel guide/ brochure	20%	14%		
Travel agency	31%	36%		
Internet	47%	47%		
Family/ Friends	24%	21%		
Hotel staff	6%	8%		
Print	10%	1%		

SATISFACTION- CULTURAL ACTIVITY/EVENTS



OBSTACLES- CULTURAL ACTIVITY/EVENTS



	Qtr1 (Oct17- Dec17)	Qtr2 (Jan18- Mar18)	Qtr3 (Apr18- Jun18)	Qtr4 (Jul18- Sept18)
— Schedule	29%	38%		
— Unaware	29%	38%		
— Did not want to	17%	21%		
— Did not know where	31%	10%		

ADVANCED STATISTICS

Analysis Technique

- Dependent variables: total per person on island expenditure and overall satisfaction (numeric)
- Independent variables are satisfaction with different aspects of trip to Guam (numeric).
- Use of linear stepwise regression to derive predictors (drivers) of on-island expenditure and overall satisfaction, Since both the independent and dependent variables are numeric.
- This determines the significant ($p \leq .05$) drivers and the percentage of the dependent variables accounted for by each significant predictor and by all of them combined.

Drivers- Overall Satisfaction

Comparison of Drivers of Overall Satisfaction, 1st, 2nd Qtr and Overall 1-2 Qtr 2018			
Drivers:	1st Qtr rank	2nd Qtr rank	Combined 1-2 Qtr 2018 rank
Quality & Cleanliness of beaches & parks	2		
Ease of getting around			
Safety walking around at night			
Quality of daytime tours		2	1
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations	1		3
Quality/cleanliness of air, sky			
Quality/cleanliness of parks		1	
Quality of landscape in Tumon			
Quality of landscape in Guam			
Quality of ground handler			2
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	44.6%	58.4%	50.2%
NOTE: Only significant drivers are included.			

Drivers of Overall Satisfaction

- **Overall satisfaction** with the Hong Kong visitor's experience on Guam is driven by two significant factors in the 2nd Quarter 2018 Period. By rank order they are:
 - **Quality/cleanliness of parks , and**
 - **Quality of day time tours.**
- With these factors the overall r^2 is .584 meaning that **58.4% of overall satisfaction is accounted for by these factors.**

Drivers – On-Isle Expenditures

Comparison of Drivers of Per Person On Island Expenditure, 1st, 2nd Qtr and Overall 1-2 Qtr 2018			
	1st Qtr	2nd Qtr	Combined 1-2 Qtr 2018
Drivers:	rank	rank	rank
Quality & Cleanliness of beaches & parks			
Ease of getting around		1	
Safety walking around at night			
Quality of daytime tours			
Variety of daytime tours			
Quality of nighttime tours			
Variety of nighttime tours			
Quality of shopping			
Variety of shopping			
Price of things on Guam			
Quality of hotel accommodations			
Quality/cleanliness of air, sky			
Quality/cleanliness of parks			
Quality of landscape in Tumon			
Quality of landscape in Guam			
Quality of ground handler			
Quality/cleanliness of transportation vehicles			
% of Per Person On Island Expenditures Accounted For	0.0%	4.5%	0.0%
NOTE: Only significant drivers are included.			

Drivers of On-Isle Expenditures

- **Per Person On Island Expenditure** of Hong Kong visitors on Guam is driven by one significant factor in the 2nd Quarter 2018 period. It is:
 - **Ease of getting around.**
- With this factor, the overall r^2 is .045 meaning that **4.5% of per person on island expenditure is accounted for by this factor.**